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Bulletin of Pharmacy

A LIVE MAGAZINE FOR DRUGGISTS

VOLUME XXIX. DECEMBER, 1915. NUMBER 12.

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ONE DOLLAR A YEAR

E. G. SWIFT, PUBLISHER,
DETROIT, MICH.

SINGLE COPIES TEN CENTS

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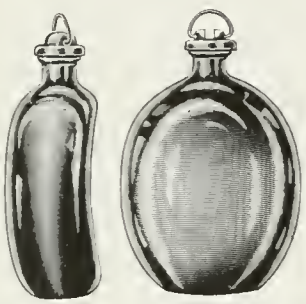
"VIKO"

Aluminum Hot Water Bottle



This article of real merit is a radical departure from the old style bottles now on the market. The many important and distinct advantages are clearly apparent. The perfect shape of the "VIKO" bottle is strongly significant. Its flat bottom makes it easy to fill. The correctly shaped concave and convex sides make it excellently adaptable for all purposes for which a hot water bottle is intended.

"VIKO" Aluminum Hot Water Bottles are absolutely seamless and therefore safe and dependable. Burning and scalding are impossible as there are no seams to open and allow the hot water to escape. They are made of hard, thick aluminum—the most practical metal for the purpose—and are strong and durable, yet light in weight. They are highly polished and always remain bright and attractive. They hold 1½ quarts of water. Aluminum does not rust, corrode or tarnish, and is perfectly sanitary and readily sterilized. It stores and retains a large amount of heat. "VIKO" Bottles remain hot from 10 to 15 hours.

With each "VIKO" Bottle is furnished free a high quality heavy outing flannel coat. Usually the bottles are packed in plain cartons, but for the Holiday Season we furnish them in beautiful holly cartons. This makes an ideal Christmas article.

"VIKO" Aluminum Hot Water Bottles are economical as they last for a lifetime. They are made to satisfy both dealer and consumer. Interesting profits to dealers and perfect satisfaction to customers.

If your jobber cannot supply you simply fill out the coupon and we will see that you are well taken care of.

We are interested in your "VIKO" Aluminum Hot Water Bottle and would like further particulars.

ALUMINUM GOODS MFG. CO.,

Manitowoc, Wis.

BRANCH SALES OFFICES:

Chicago,
Northwestern Bldg.
208 North Fifth Ave.

New York,
Hudson Terminal Bldg.
30 Church St.

San Francisco,
Williams Bldg.
693 Mission St.

"Perfection" Hospital Ware

Finest White Semi-Porcelain. Guaranteed Impervious

Hospitals and Retailers Can Obtain these Goods from their Regular Wholesale Medical Supply House or Druggist Sundriesman. If you have any difficulty in obtaining them write direct to the Manufacturers

"Perfection" Bed and Douche Pan

THE MOST COMFORTABLE AND SANITARY BED PAN IN THE WORLD
"PERFECTION" PORCELAIN BED AND DOUCHE PAN
U.S. PATENT JUNE 5, 1900
U.S. PATENT MAY 4, 1909
ALSO PAT. IN GT. BRITAIN

British Patents No. 9583—1900 & No. 5311—1909

Anatomically Correct Fits the Body

No Pressure on the end of the Spine

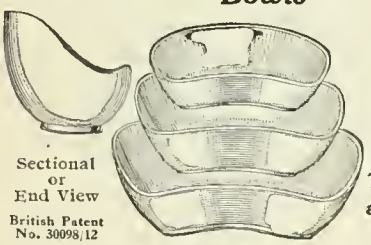
Prevents Bed-Sores

No Unsanitary Spout or Corners
Easy to Empty and Clean
A Douche Pan as well as a Bed Pan

No. 1—Large Size for Adults
No. 2—Small Size for Children

Used in Over 500 Hospitals in Gt. Britain and Colonies, and in Over 2000 Hospitals in the United States

"Perfection" Dressing or Bleeding Bowls



Sectional or End View

British Patent No. 30098/12

Improved Pus or Vomiting Basins

Back Wall Twice as High as Front Wall

Three Sizes—**10 inch; 8 inch; and 6 inch**

The high back gives these Basins a larger capacity and allows them to be carried more easily. It also prevents the vomits, if projectile, from soiling the Nurse or Surgeon. This feature makes the "Perfection" Bleeding Bowls very useful in the Operating Room, while the patient is on the Operating Table, and also in the Ward when the patient is recovering from the Anæsthesia.

The "Perfection" Dressing Basins are especially suitable for Ear and Eye work.

"Perfection" Male Urinal

British Patent No. 20507/06

The Correct Shape

Stands Firmly on End When Not in Use so that Contents Will Not Spill

The Wide Base Gives Almost Double the Capacity of the Bottle or Duck-Shaped Urinals

Can be Used in Conjunction with the "Perfection" Bed Pan

Fig. 1—Position When Not in Use

The "Perfection" is more practical than the old-style Urinals and is easier to use as it rests comfortably between the thighs and does not reqnire to be held in position. This feature makes it useful in cases of involuntary urinations.

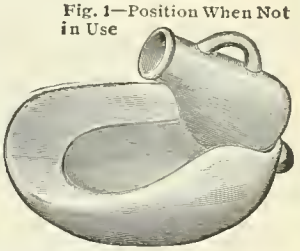


Fig. 2—Shows Urinal in Conjunction with "Perfection" Bed Pan

"Handy" Female Urinal and Child's Bed Pan

The Only Practical Female Urinal Made

Useful as a Bed Pan for Children

Suitable for Adults and Special Fracture Cases Where a Low, Small Size Pan is Required

Weight Only 2¼ lbs. Capacity, 30 oz. Length, 12 in. Height at Front 1 in.; at back 3 in.

The "Handy" is comfortable because the front end is slightly curved to take away pressure from the Spine. It is sanitary because it is easy to empty and clean. It lies firmly on the Bed without danger of tilting or wetting the Bed Linen.

Manufactured Under the Patents of Meinecke & Co. of New York by

Grimwades Limited, Stoke-on-Trent

London Address—13 St. Andrews Street, Holborn Circus, E. C.

Send For Our

NEW CATALOG "A"

(Superseding previous issues)

Illustrating and describing
the most complete line of

DECORATED TIN BOXES

for dispensing purposes ever offered

THE RETAIL DRUG TRADE

Boxes for every requirement
of the Modern Drug Store.

A complete supply of all styles and
kinds kept in stock.

American Stopper Company,

Dwight and Verona Streets, - - BROOKLYN, N. Y.

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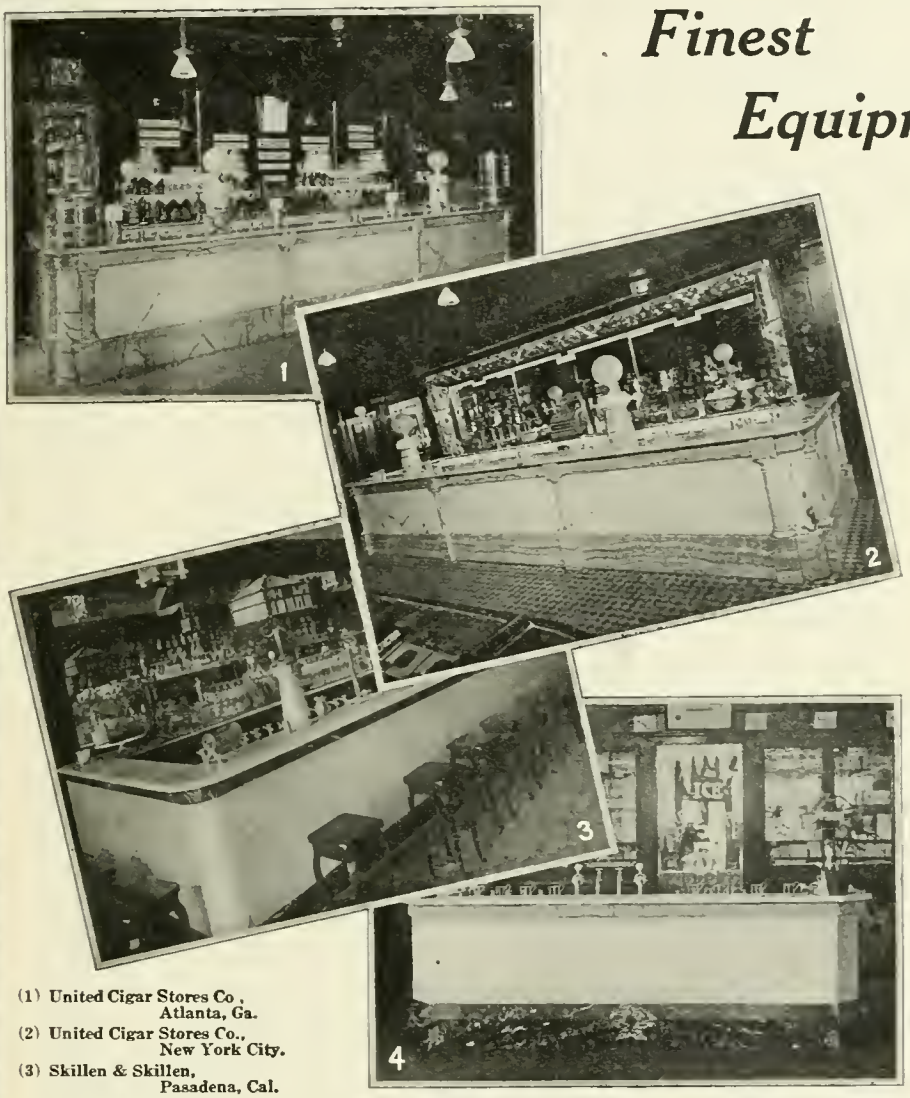
Attractive Innovations

Finest Equipment.



(1) United Cigar Stores Co., Atlanta, Ga.
(2) United Cigar Stores Co., New York City.
(3) Skillen & Skillen, Pasadena, Cal.
(4) H. Schlesinger, Brooklyn, N. Y.

Are you thinking of buying a new soda fountain? We are offering the very lowest prices and special terms. Write us what size you want and we will send full information. Ask for a copy of our new booklet "HOW TO JUDGE A SODA FOUNTAIN."

AMERICAN SODA FOUNTAIN CO.,

271-281 Congress St., - - - - BOSTON, MASS.

Warerooms: New York, N. Y. Philadelphia, Pa.
Dallas, Texas. San Francisco, Cal.
Atlanta, Ga. Chicago, Ill.

We are at last in a position to report something to interest and gratify

THE HONEST DRUGGIST

To seriously concern and displease the

SUBSTITUTOR

To surprise, disappoint and thwart the

UNSCRUPULOUS and CONTEMPTIBLE MANUFACTURER

who supplies a counterfeit and fraudulent product for substitution purposes.

Ergoapiol (Smith) capsules bear on the inside of each capsule the letters M. H. S.

These letters are not visible from the outside, but they are plainly discernible in the gelatine when the capsule is cut in half.

This method of marking Ergoapiol (Smith) now offers absolute protection against any imposition in the use of a spurious and fraudulent product.

Identification by the physician or patient is now very simple, because no analytical investigation is necessary and because no one else can use this invention as it is our exclusive property under Letters Patent in the United States and foreign countries.

We have been manufacturing Ergoapiol (Smith) with this patented protective mark for the past two years, but have withheld announcing the fact, so as to give reasonable and ample time for all the old style capsules to have been dispensed.

Physicians are now being fully informed regarding this protective mark and easy method of identification.

Capsule intact, showing no mark objectionable to the physician.

Patented in U. S. and foreign countries.

Capsule cut in half through the seam, showing initials.

Ergoapiol (Smith) is to be had only in packages of twenty capsules each. It is not *under any circumstances* supplied in bulk or other form.

MARTIN H. SMITH CO., New York, N. Y.

FIRST for 18 YEARS

Conklin's
Self-Filling
Fountain Pen
NON-LEAKABLE

1915

The Original *and* Always *the* Leading Self-Filler

The CONKLIN blazed the trail as the *first* self-filler. And ever since, it has inaugurated each new forward step in fountain pen merchandising. Now, it takes its biggest and longest stride, still well in advance of them all. Our November magazine advertising carries the following Conklin message to four million homes:—

It is the Conklin policy that every user of a CONKLIN PEN shall be a satisfied user. This is the Guarantee of Satisfaction on every CONKLIN'S SELF-FILLING FOUNTAIN PEN:—

Your full satisfaction with a CONKLIN'S SELF-FILLING PEN is absolutely guaranteed. Should any dissatisfaction whatever arise, we will give you a new pen or pen point. You can obtain this same service through your dealer from whom the pen was purchased. Should you fail to obtain that high degree of satisfaction from your CONKLIN PEN that your judgment dictates the full purchase price will be refunded. If pen is sent to us direct with request for refund, give us the dealer's name.

You alone are the judge of your own satisfaction—we impose no conditions. We back up our dealers without reservation. So you can consider this guarantee as the personal guarantee of the dealer from whom you buy.

We make this unreserved guarantee because we know the CONKLIN is mechanically perfect. Its "Crescent-Filler" is the simplest of all self-filling devices, strong and durable, positive in action.

Help us carry out this strong, broad guarantee, with your customers. Remember, the CONKLIN is the only high-grade self-filler not imitated in the cheap, low-grade fountain pens.

THE CONKLIN PEN MFG. CO., 163 Conklin Bldg., Toledo, Ohio.

MR. WALRUS SAYS

¶ Not many years ago the Soda Water business was in its swaddling clothes; Soda Fountains brought fabulous prices; they were expensive to operate; sanitation was not a feature. It was a combination of highly embellished marble and fixture work, some sweetened water and a disagreeable after taste.

¶ But now! Hundreds of millions of dollars are spent annually for soft drinks and the good things sold at Soda Fountains.

¶ Walrus initiative is largely responsible for bringing about a series of compelling forces in this great industry and creating Soda Fountain construction of real merit.

¶ First, we established in a practical way the modern marketing method of selling thru the jobber. Then the quantity production, built in advance, ready to ship Soda Fountain.

¶ Step by step came the present exclusive features, such as the "Self Contained Syrup Jar", the springless, plateless, dripless, noiseless, guaranteed for a life time Syrup Lift, the famous "Walrus Ladle and Cover", the seamless, solderless German silver apparatus covering, the Round Head Draft Tube, the Upright Cooler system, the only practical and successful iceless system ever devised, and many more exclusive Walrus features too numerous to mention here.

¶ Certainly our efforts have not been in vain. A dozen competitors endeavor to conform to the Walrus selling plan, and certain parts of Walrus construction, but thousands of merchants will readily commend the great superiority of the Walrus product, and our faith is still pinned to Initiative, Individuality and Evolution, and not Imitation or Duplication.

¶ A beautiful catalog fully describes and illustrates our wondrous 1916 line of Soda Fountains, Carbonators, Candy Cases, Drug Store Fixtures, etc. Excellent values and liberal terms apply.

Visitors always welcome to our spacious factory and show rooms

WALRUS MANUFACTURING COMPANY

DECATUR, ILLINOIS.

LARGEST BUILDERS AND DISTRIBUTORS OF HIGH GRADE SODA FOUNTAINS THROUGH JOBBERS. REPRESENTATIVES IN ALL PRINCIPAL CITIES

DETROIT—Michigan Drug Co. GRAND RAPIDS—Hazeltine & Perkins Drug Co. FORT WAYNE—Fort Wayne Drug Co
BUFFALO—Henry J. Walz Co. COLUMBUS—The Orr, Brown & Price Co.

Will You Share in These Increased Christmas Profits?

Each year the Christmas rush for EVEREADY Flashlights has brought big money to the wide-awake dealers who handle the line—but this year all records will be left far behind. The splendid showing made in previous holiday seasons was accomplished entirely without the support of national advertising, but this Christmas, big, pulling ads are appearing in the Saturday Evening Post and 42 other important publications, telling people of

EVEREADY FLASHLIGHTS

The great advertising campaign which has been running all the year and gaining in power right along will now have its biggest effect, and thousands of new buyers will be brought into retail stores for these ideal Christmas gifts, so handsome, useful and different from the ordinary run of presents.

You can cash in on this booming market if you let people know you carry EVEREADY's. The great EVEREADY Sales Drive in October proved what a wonderful business-puller an EVEREADY Window is. If you were in on the drive you know how true this is—for from the 20,000 retailers who made displays has come a stream of reports about increased business—many telling of stocks entirely sold out and some of stocks disposed of two or three times over.

So get an EVEREADY Display in your window now. Or if you aren't handling EVEREADY's, mail us the coupon for full information about our introductory order proposition.

AMERICAN EVER READY WORKS
OF NATIONAL CARBON COMPANY
LONG ISLAND CITY NEW YORK

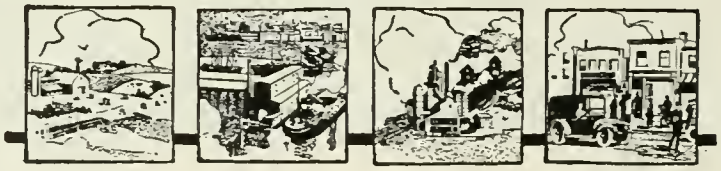
Branches: Atlanta Chicago San Francisco
Canadian Factory: Canadian Ever Ready Works of Canadian National Carbon Co., Limited, Toronto.

No. 23.

Send me complete information about EVEREADY introductory order proposition.

Name.....

Address.....



Business is booming!

Dayton, Ohio.

Merchants everywhere tell our 800 salesmen that business is booming.

Farmers have had two record crops, at big prices, with big demand at home and abroad.

Stocks of manufactured material are short, and labor is in great demand.

Exports largely exceed imports.

Factories are busy, many working overtime.

More freight cars are needed, and steamers are taxed to capacity.

People are living better, and spending their money more freely.

This country has the best money in the world, and more of it than ever before.

Such a combination of favorable circumstances never has occurred before, and probably will never occur again.

Billions of dollars are passing over the merchants' counters.

The people who spend this money want the best service.

They demand it in all kinds of stores, from the smallest to the largest.

They get it in stores which use our up-to-date Cash Registers, which quicken service, stop mistakes, satisfy customers, and increase profits.

Over a million merchants have proved our Cash Registers to be a business necessity.

[*Signed*]

Write for booklet to
The National Cash Register Co.
Dayton, Ohio.

John H. Patterson

The Greatest Advertising Campaign Ever Launched In The Drug Field

SIX months ago we began advertising NUJOL to New Yorkers, with the result that drug stores in the metropolitan area are now selling from one to six dozen pints a week.

Now we are repeating that success on a national scale. We are telling the American people the truth about constipation, which you know and every doctor knows — that constipation causes 90% of the world's sickness, that laxatives and cathartics often aggravate the very condition they are supposed to cure, and that the mineral oil treatment is the most rational and effective means yet discovered of combating the evils of constipation.

We are waking up a lot of people who hitherto haven't taken constipation seriously. We are convincing a lot of people who have suffered from the injudicious use of laxatives and cathartics. And we are creating a lot of brand-new and highly desirable business for the druggist who carries Nujol.

Our newspaper campaign is appearing simultaneously in over 100 cities in the United States. It started with two smashing half pages and continues for six months, running 30-inch ads twice a week for the full period of the campaign.

Supplementing the newspapers, there will be a magazine campaign on the same big scale, both as to size of space and as to the number and circulation of the publications used. In addition to all this, we are distributing free samples of Nujol to doctors, together with authoritative analysis establishing its merit beyond question.

A Nujol window appearing at this time should prove a money-maker. Order Nujol from your jobber. Write us to-day for attractive window and counter display material.

STANDARD OIL COMPANY
(New Jersey)
Bayonne New Jersey

Nujol
REG. U.S. PAT. OFF.

A PURE WHITE MINERAL OIL

YOU ARE PAYING

FOR THE

NOISE IN YOUR OFFICE!

Noise is expensive.

You are paying the bill!

Of all places in the world where it should be quiet, the office is one. YOU want to think—the clerical force wants to think.

You can't do it in the midst of the rattlety-bang, clickety-clack typewriter noise you have been used to.

Most of the clatter in the office is due to the operation of typewriters. When there is a large number, the confusion is often unbearable and results in decreased efficiency.

The "Silent Smith" will reduce the noise in your office to almost nothing. It will enable you and your help to *produce.*

We manufacture and sell a complete line of Silent (8-7-6-3) and Standard (5-4-6-3) Models. Catalog free.

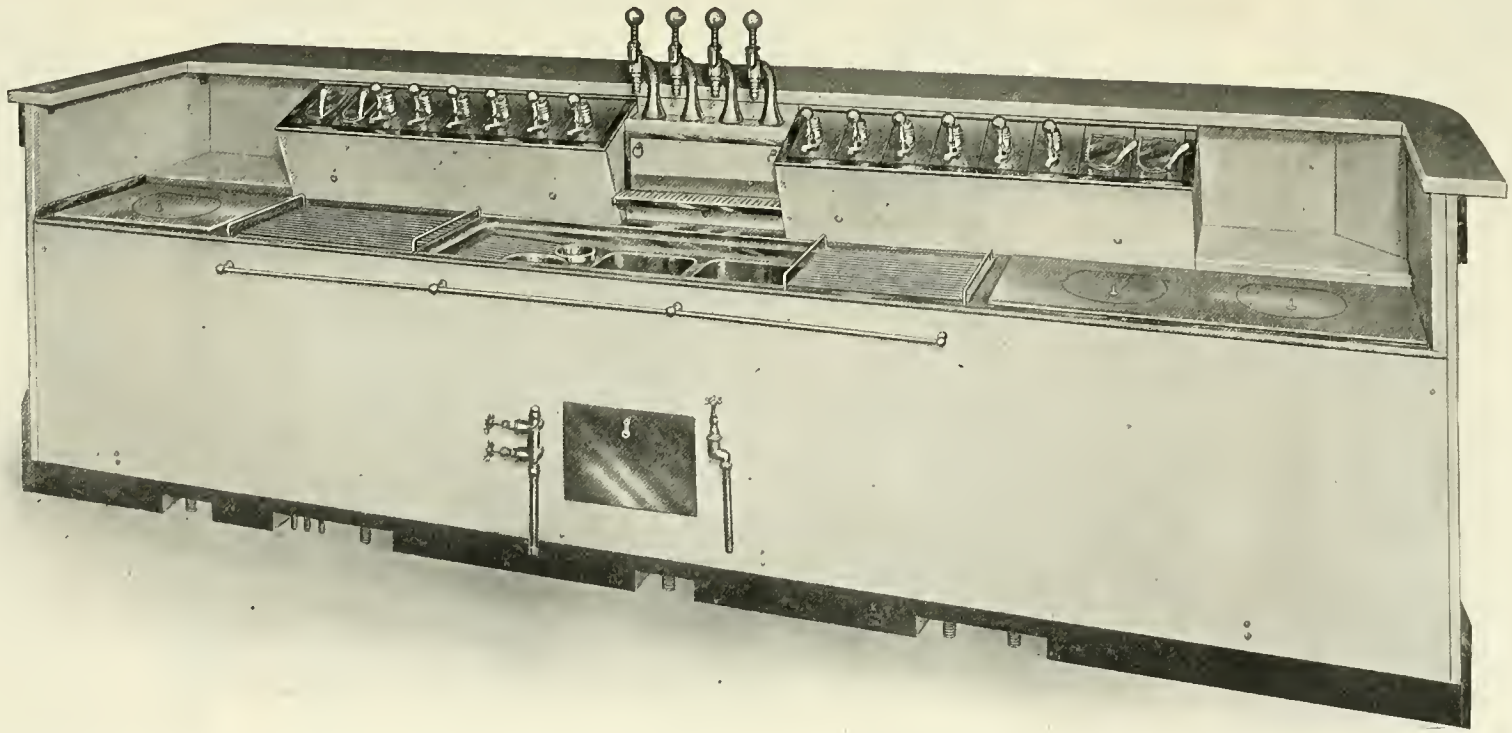
L. C. SMITH & BROS. TYPEWRITER CO.,

FACTORY AND HOME OFFICE,

Branches in all principal cities. SYRACUSE, N. Y.

When writing to advertisers please mention BULLETIN OF PHARMACY.

QUALITY IN PUFFER'S SEALED SODA FOUNTAINS.



An attractive exterior has its advantages, but many times this is but a cover for a very poor condition within. A picture of a soda fountain does not show internal work or qualities of material used, and you can form no idea therefrom as to the working qualities of the outfit illustrated.

Quality is the first and last essential of a first-class soda fountain, and without this you cannot obtain the best results. Coolers tin-washed *look* the same as though sheet tin lined, but the latter while costing many times as much to produce will with care last a lifetime, and are immune from contamination. All Puffer coolers are sheet tin lined.

Linings of copper or Vulcan will be in perfect condition years after those of galvanized iron or zinc are scrapped. All the Puffer apparatus are lined with copper or Vulcan.

The Sealed Fountain shown above is built with substantial foundation and is easily installed. This fountain saves an enormous quantity of ice, and ensures perfect sanitation. The Sealed Fountain costs much more to construct than any other type, but its advantages considerably affect the additional cost.

Cove Flashing is easily cleaned, and eliminates sharp corners. All the Puffer fountains have Cove Flashing. Tumbler Washers, Disher and SpoonVats are of Solid German Silver (only to be found in their entirety in a Puffer Fountain), are made flush with workboard, and exclude all crevices for dirt and unpleasant odors.

Puffer's business principle is and always has been to make the best in every feature, to use the best and heaviest material, and to furnish a soda fountain outfit always to our credit. Stone, Metal, Cork, and Vulcan are the constituent parts of all our manufactures, and we know of nothing better.

Buy Now—begin to pay April 1st, having the use of the goods until that time. Buy Goods with a reputation of over seventy years' continuous manufacture. Carbonators of all standard sizes, and to meet all requirements. Our new catalogue is now ready, and will be promptly mailed upon request.

THE PUFFER MANUFACTURING CO.,

OFFICE AND WAREROOMS: 51 Portland Street, BOSTON, MASS.
FACTORY: WINCHESTER, MASS.

You Can Dispense American Oil

Without Explanation or Apology.

SINCE the European war put a stop to the importation of Russian Oil, formerly considered the best of the liquid petrolatums, all sorts of mineral oils for laxative purposes have appeared on the American market—some good, some indifferent, some positively unfit for internal use.

This is not said in disparagement of competitors. It is a simple statement of fact—a fact that should be known to every druggist who cares a rap for his business reputation.

What sense or justice is there in dispensing a liquid petrolatum that you believe to be harmful? This is a pertinent question. We put it to you bluntly.

Fortunately there is no necessity for taking chances with products of questionable quality. *American Oil, P. D. & Co.,* is a liquid petrolatum of known purity. It is odorless, tasteless and water-white. It is exceptional in viscosity and lubricating power. It is highly refined. It is guaranteed to be free from all harmful substances. It is fully equal to the best Russian Oil formerly imported.

Specify *American Oil, P. D. & Co.,* when you order from your jobber.

Supplied in pint and gallon bottles.

Laboratories: Detroit, Mich., U. S. A.; Walkerville, Ont.; Hounslow, Eng.

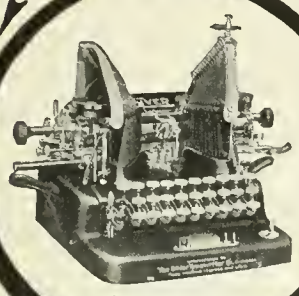
Parke, Davis & Co.

Branches: New York, Chicago, Kansas City, St. Louis, Baltimore, New Orleans, Minneapolis, Seattle, Boston, Buffalo, Pittsburg, Cincinnati, Indianapolis, U. S. A.; Montreal, Que.; London, Eng.; Sydney, N.S.W.; Petrograd, Russia; Bombay, India; Tokio, Japan; Buenos Aires, Argentina.

Extraordinary Prices on These Oliver Typewriters

Here's Your Chance!

Accept It



No. 5 OLIVER

Must Sell a Thousand Machines Quick

The great European War makes it impossible to ship typewriters to Europe. We have 1,000 No. 5 Oliver machines which we must sell quick. And we are determined to dispose of them in this country at prices which defy competition. These grand typewriters must be sold at once. Here is a great opportunity to secure an Oliver at bed-rock prices. You will never have another chance like this, as the small number of Olivers at this ridiculously low price will be sold to the first thousand readers sending in the coupon. Are you going to be one of these fortunate people? Act now if you want a good typewriter. Investigate to-day.

Genuine Oliver Typewriter

Guaranteed a Lifetime

These machines come to us fresh from the factory. Money will not buy greater typewriter value. They have all the wonderful Oliver advantages—visible writing, U-shaped type bar, built-in tabulator, marginal release, universal keyboard with six extra characters, etc., etc. Each full standard size, complete with every accessory and full instructions for operating.

The Oliver has the lightest touch and greatest durability of any typewriter made. Anyone can operate the Oliver successfully.

We will sell you one on the easiest terms ever known. Better still, we cover every single machine with a lifetime guarantee. Other machines are guaranteed for one year. But we have such confidence in the No. 5 Oliver that we will guarantee it for life. When you buy an Oliver you buy "for keeps."

Half the Price of Other Machines
Payments Just Like Rent

These 1,000 machines must go at once. And the price we make is so low that we do not dare even publish it. We can quote this price only in a confidential letter. Ask for it, if you need a machine. Don't wait until they are all gone before investigating. Mail the coupon or a post card to-day. Our price and terms will surely astonish you.

And remember that this is a regular $100 machine, with many thousands in use all over the world right now. We can always undersell manufacturers, because we have no salesmen with their big salaries and expenses. All of our machines go direct to the consumer, and he gets the saving.

And right now we are going to cut our own low price clear to the bone. Seize this opportunity while you may, for we doubt if it ever can be repeated. At the astonishingly low price we are quoting, these thousand Oliver Typewriters will all be disposed of in a very short time.

The Druggist Model Prints These Symbols ℞ 3 3 9

Get Our Amazing Price and FREE Trial Offer!

Send for our offer to-day. Use the coupon or a post card. Find out all about our sensational cut in prices. A few cents a day will buy your Oliver. And we will let you try one free, without sending us a single cent. Mail the coupon now, whether you're ready to buy or not. Then you will know whether you can afford to do without a standard No. 5 Oliver any longer.

TYPEWRITERS DISTRIBUTING SYNDICATE
1510-71K Wabash Ave., Chicago

Tear Off Coupon — Fill Out and Mail TO-DAY

TYPEWRITERS DISTRIBUTING SYNDICATE
1510-71K Wabash Avenue, Chicago.

I am interested in owning a typewriter and would like to have your special offer on a No. 5 Oliver machine. I incur no obligation in asking for your proposition.

Name.....

Address.....

(250)

The New Ether Package

has made a hit with physicians.

Adding the corked opening to our ether can with dropper tube attachment was a happy thought: the improved container leaves nothing to be desired.

Top of the new can.

While a vast majority of anesthetists will doubtless continue to use the bent dropper-tube, which when cut permits the entry of air in one section and the ether to flow from the other, the older method is occasionally preferred. Moreover, ether is often wanted for some purpose other than anesthesia. The new can provides for every need.

"The purest ether in the best container"—are you prepared to supply it?

Pound, ½-pound and ¼-pound cans.

Laboratories: Detroit, Mich., U. S. A.
Walkerville, Ont.; Hounslow, Eng.

Parke, Davis & Co.

Branches: New York, Chicago, Kansas City, St. Louis, Baltimore, New Orleans, Minneapolis, Seattle, Boston, Pittsburg, Cincinnati, Buffalo, Indianapolis, U. S. A.; Montreal, Que.; London, Eng.; Sydney, N. S. W.; Petrograd, Russia; Bombay, India; Tokio, Japan; Buenos Aires, Argentina.

Make Your Advertising Win Business Success

The right kind of advertising will increase the earning capacity of your business. Make it command attention, and MAKE IT RETURN A GOOD PROFIT. You can get some mighty interesting information by mailing the coupon below.

VAN OSTRAND-CURREN COMPANY'S DRUG STORE ADVERTISING SERVICE has been developed to the highest point of efficiency, and represents the most progressive basis on which advertising may be used with the greatest effect. We realized in the beginning how disheartening it is for a druggist to use advertising in various forms, and then have barely the first cost returned as a reward for his efforts. The development of our SERVICE has eliminated the possibility of loss through advertising expenditures, and each of the hundreds of letters received from satisfied SERVICE users tells a story of success, which proves conclusively that our patrons are getting more business and are realizing better profits than they ever did before they had our co-operation.

This Business-Building Service covers every form of publicity, including: newspaper advertising, circulars, window cards, blotters, mail-order advertising, booklets, folders, mailing cards, letters, counter-slips; the pushing of your own preparations, making the telephone return a profit, merchandising methods, cost accounting, window displays, and show-cards finished in two colors.

More than 50 separate and distinct pieces of advertising copy together with finely finished show-cards are furnished each month, and the cost of it all is less than 2% of what it would cost you to get it out yourself.

This SERVICE is given to but one druggist in a place, and we would like to send you, without any obligation on your part, full details of our advertising and business methods, together with terms and other information.

Remember, there's no obligation, but be sure to clip the coupon while the matter is before you so that some other druggist in your locality will not get in first as we positively will not accept more than one.

Van Ostrand-Curren Company

ADVERTISING

301 S. Burdick St.

Kalamazoo, Michigan, U. S. A.

Clip the Coupon ⟶

If Convenient, attach coupon to letterhead.

BP12

COUPON

VAN OSTRAND-CURREN CO.
KALAMAZOO, MICHIGAN, U. S. A.

I am interested in advertising, and would like to have more information in regard to your "Service," together with terms.

Name.....

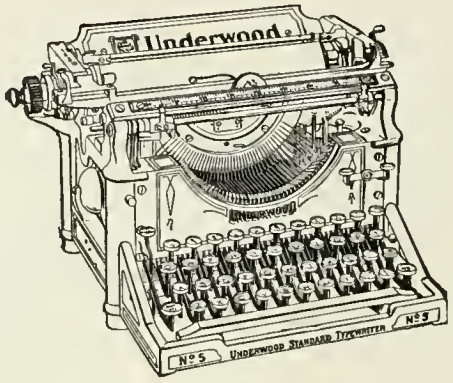
St. & No.....

City.....State.....

I have been using the following forms of advertising

.....

HERE ARE SOME THINGS the



UNDERWOOD Druggists' Special

Is doing for thousands of others
and will do for you:

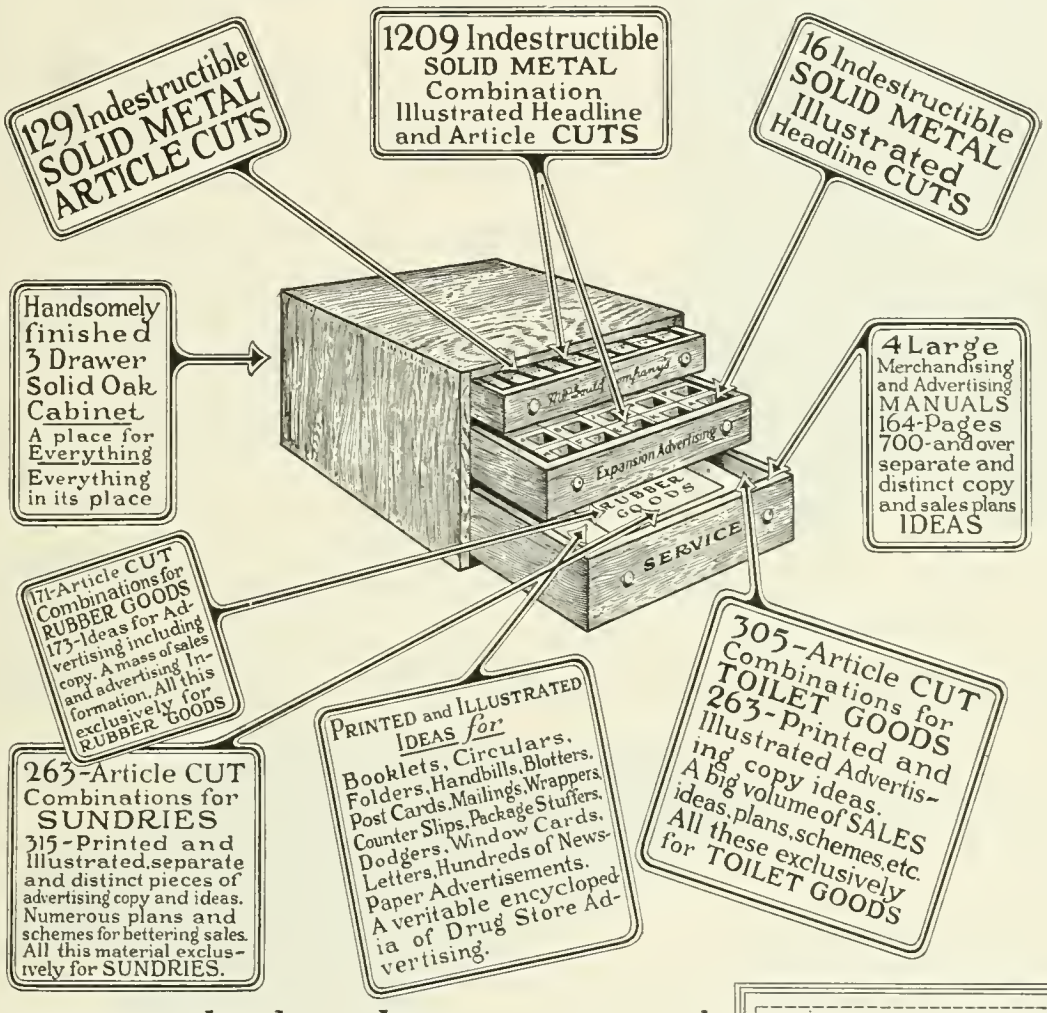
Write your labels, large and small.
Do your bill and charge work.
Type your correspondence.
Your store is not complete without the

UNDERWOOD

"The Machine You Will Eventually Buy"

The most wonderful-the most economic-the greatest SPACE SAVING advertising and CUT SERVICE ever supplied to any trade.

A Brand New Invention


129 Indestructible SOLID METAL ARTICLE CUTS
1209 Indestructible SOLID METAL Combination Illustrated Headline and Article CUTS
16 Indestructible SOLID METAL Illustrated Headline CUTS
Handsomely finished 3 Drawer Solid Oak Cabinet
A place for Everything
Everything in its place
4 Large Merchandising and Advertising MANUALS 164-Pages 700-and over separate and distinct copy and sales plans IDEAS
171-Article CUT Combinations for RUBBER GOODS 173-Ideas for Advertising including copy. A mass of sales and advertising Information. All this exclusively for RUBBER GOODS
263-Article CUT Combinations for SUNDRIES 315-Printed and Illustrated, separate and distinct pieces of advertising copy and ideas. Numerous plans and schemes for bettering sales. All this material exclusively for SUNDRIES.
PRINTED and ILLUSTRATED IDEAS for Booklets, Circulars, Folders, Handbills, Blotters, Post Cards, Mailings, Wrappers, Counter Slips, Package Stuffers, Dodgers, Window Cards, Letters, Hundreds of Newspaper Advertisements. A veritable encyclopedia of Drug Store Advertising.
305-Article CUT Combinations for TOILET GOODS 263-Printed and Illustrated Advertising copy ideas. A big volume of SALES ideas, plans, schemes, etc. All these exclusively for TOILET GOODS
Expansion Advertising
RUBBER GOODS
SERVICE

An invention that has taken years to work out-that has cost us thousands of dollars to produce-that we put into the hands of our Retail Druggists for a nominal sum-that has become instantaneously popular.

Only inquiries written on business letterheads will be answered.

M. P. Gould Company

120 West 32nd Street New York

Cut out FREE Coupon, sign name and return at once →

Above Solid Oak Cabinet FREE

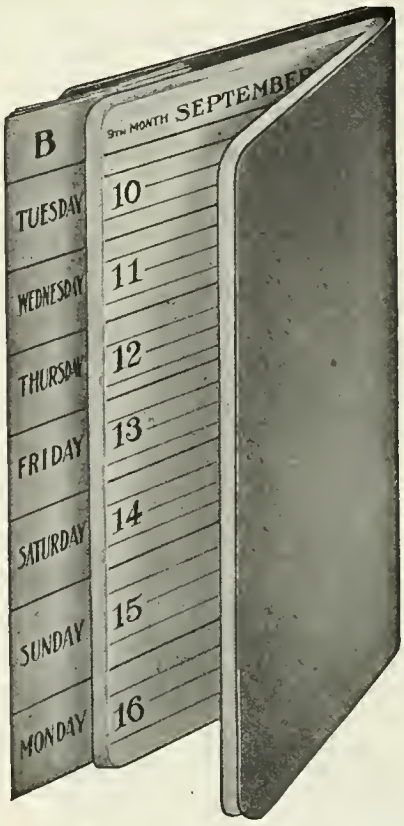
Without obligations or expense to us, make us acquainted with your new invention cut and advertising Service. Also how we are to obtain your Solid Oak Cabinet free.

Name _____

Street _____

City _____ State _____

B.P Dec.



Full leather binding. Sample 25c post-paid.
A great souvenir for your customers.
Quantity price on application.

Perpetual Diary

(Patented January 24th, 1905)

Daily, Monthly and Yearly Diary.

Seelman's Perpetual Date Book is the only publication ever issued that will serve as a perpetual calendar and register of all important events.

It can be used for recording appointments, meetings, dues, notes, all legal obligations, contracts, receipts, weather reports, etc.

A Comparison with Records for Previous Years Instantly Available.

A Family Register—Births, marriages, deaths, accidents, sickness, rent, board, vacations, travels and other important personal notes can be permanently recorded.

A School Register—Examinations, attendance special days, exercises and historical events can be jotted down for instant reference and comparison.

Any given day and date for any year easily found.

Invaluable to the business or professional man, farmer, mechanic and everybody desiring records of daily events.

Prescription Case for Physicians

Every physician needs a prescription case.

Why not present him with one bearing your card?

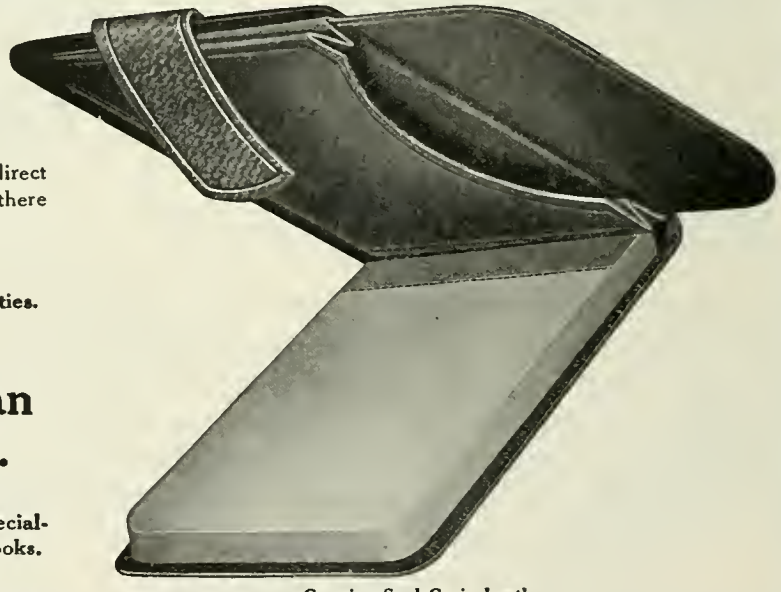
For permanent and direct advertising to the physician there is nothing better.

Special Prices on Quantities.

Geo. Seelman & Sons Co.

Manufacturers Leather Specialties and Memorandum Books.

Milwaukee, - Wis.



Genuine Seal Grain Leather.

PRICE $1.00—40 PER CENT DISCOUNT TO DRUGGISTS.

Your Card in Gold, 25c. Doctor's Name, 10c. Post-paid on Receipt of Price.

Your Success in Nineteen-Sixteen

A wave of commercial activity is sweeping the entire country. As a live druggist, you should be willing to meet Prosperity half-way.

Your success in 1916 must be determined by your own efforts. Start the year by making every dollar you spend for advertising do its utmost limit of work.

Your advertising space is like a flower garden, or a corn field: you can plant it with plain, every-day seed and get an indifferent crop, or you can plant it with prize seed and get a prize crop.

Right here is where the Manning Advertising Service should appeal to you. It shows you how to make every inch of your advertising space do its maximum work.

Your Business is our Business. On your Success, depends our Success. Let us co-operate in our efforts during 1916.

The Manning Advertising Service

"You Can Tell by a Man's Store Whether He Uses It or Not"

If you haven't read our "Little Stories of Success"—ask for a copy when you send in your order. We quote one of these "Little Stories" selected from hundreds of unsolicited testimonials.

What It DID For Him

YEAR'S INCREASE OVER $5,000.

My business shows an increase of over $5,000 for this year. I enclose check for another year. I am more than pleased with your system. Couldn't afford to take time to write my own ads, let alone thinking them out, when your brains can be used at the price asked.

GEO. F. FAIRMAN.

It Can DO For You

COMPLETE ADVERTISING SERVICE.

The Manning Monthly Service contains copy for

Newspaper Ads, Booklets, Circulars, Folders, Blotters, Mailing Cards, Counter Slips, Circular Letters, Locals, Signs, Mail Order Ads, Window Displays and Picture Slide Advertising.

We also take up each month distinct phases of Business Building, Special Plans, Schemes, Etc.

The Service covers everything which may be required to build or hold business. It is a system of practical advertising for busy and enterprising druggists.

ONLY ONE DOLLAR A MONTH.

We are enabled to make you the cheap rate of $1.00 a month, because we furnish the same service to hundreds of other druggists. The same amount of material, if prepared for your Exclusive Use, would cost you not less than $50.00 a month.

WE SERVE YOU ONLY.

Our Service is supplied Exclusively to one Druggist in a locality. Don't confuse material in the Manning Service with that contained in Drug Journals, which becomes public property. Be a leader—be progressive. Ask for the Exclusive Use of the Manning Service in your locality.

TEAR OFF HERE AND MAIL TO-DAY. START THE NEW YEAR RIGHT.

SPECIAL NEW YEAR ORDER
13 MONTHS' SERVICE $12.00

MANNING ADVERTISING SERVICE,
ST. LOUIS, MISSOURI.

Date.....

If you have no client in this locality, please enter $\frac{\text{my}}{\text{our}}$ order for the Exclusive Use of the Manning Monthly Advertising Service for this locality for ONE YEAR from February First, 1916, and Monthly thereafter until notified to discontinue. For this service $\frac{\text{I}}{\text{we}}$ agree to pay you at the rate of One Dollar ($1.00) a month, payable quarterly.

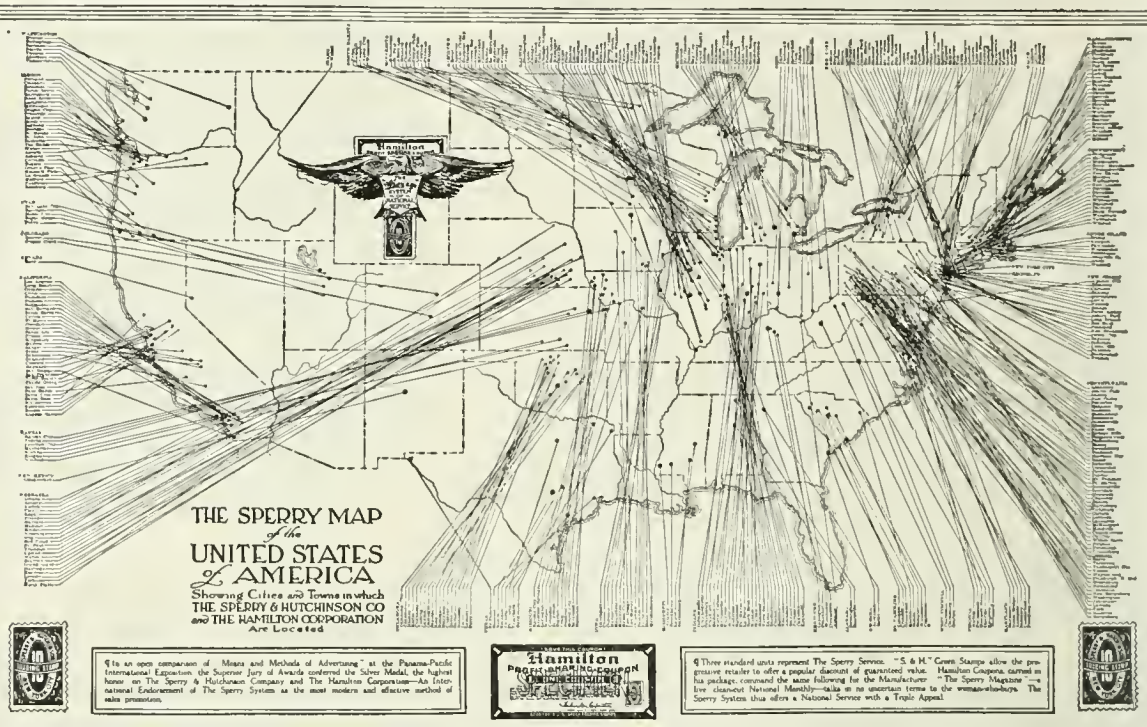
By taking advantage of this special offer it is understood that $\frac{\text{I am}}{\text{we are}}$ to receive the January, 1916, issue of the Service FREE.

NAME.....STREET.....

TOWN..... .....STATE.....

NOTE: Discount for advance Payments – 5% for 6 mos.—10% for 12 mos.

A Perfected Service with a National Influence!


THE SPERRY MAP
of the
UNITED STATES
of AMERICA
Showing Cities and Towns in which
THE SPERRY & HUTCHINSON CO
and THE HAMILTON CORPORATION
Are Located
¶ In an open comparison of Means and Methods of Advertising at the Panama-Pacific International Exposition, the Supreme Jury of Awards conferred the Silver Medal, the highest honor, on The Sperry & Hutchinson Company and The Hamilton Corporation—An International Endorsement of The Sperry System as the most modern and effective method of sales promotion.
Hamilton
¶ Three standard units represent The Sperry Service. "S. & H." Green Stamps allow the progressive retailer to offer a popular discount of guaranteed value. Hamilton Coupons, carried in his package, command the same following for the Manufacturer. "The Sperry Magazine"—a live clearcut National Monthly—talks in no uncertain terms to the woman-who-buys. The Sperry System thus offers a National Service with a Triple Appeal

THE "Sperry" MAP

AS we have stated repeatedly in these columns, we are prepared to place in the hands of our subscribers the strongest inducement known to modern sales promotion.

The "Sperry" Map, printed in colors, which we will gladly send you, will allow you to make your own analysis.

S.&H. Green Stamps given over your counter, or **Hamilton** Coupons in the packages of your product, give the customer a particular, personal and the strongest of all reasons for patronizing your store or preferring your brand. Our Service, behind your business, puts money into their pockets, as well as your own, and they know it!

The Sperry & Hutchinson Co.
The Hamilton Corporation

GEO. B. CALDWELL, President.

2 West 45th Street, - - - New York City.

BULLETIN OF PHARMACY

Vol. XXIX. DETROIT, MICH., DECEMBER, 1915. No. 12.

THE
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ASSISTANT EDITOR: ARTHUR L. BUZZELL.
BUSINESS MANAGER: HARRY SKILLMAN.

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United States and Mexico, . . $1.00 per year
Foreign countries, ... 1.50 per year

FOREIGN OFFICES:

WALKERVILLE, ONT., CAN.
378 ST. PAUL STREET, - - MONTREAL, QUE., CAN.
19 AND 20 GREAT PULTENEY STREET, W., LONDON, ENG.
125 YORK STREET, - SYDNEY, N. S. W., AUSTRALIA.

All articles for publication and all communications bearing on the text should be addressed:

EDITOR BULLETIN OF PHARMACY,
Box 484, DETROIT, MICH.

All business letters should be addressed:

PUBLISHER BULLETIN OF PHARMACY,
Box 484, DETROIT, MICH.

THE MONTH'S HISTORY

THE BIG DRUG MERGER.

At a special meeting held in New York, Riker-Hegeman stockholders gave the necessary consent to the taking over of their company, which practically removes all obstacles in the way of an early consolidation of the Whelan and Liggett drug interests. The board of directors of the companies involved had already voted to accept the plan proposed by George J. Whelan and Louis K. Liggett, and the plan has been taken to the shareholders of the United Drug Co., the latter including several thousand pharmacists scattered throughout the country. No doubt whatever is expressed that the verdict will be favorable.

The terms of the plan under which the merger will be consummated call, it is said, for the formation of a new company which will be incorporated under the laws of New York or Massachusetts, and which will assume all outstanding liabilities and obligations. It is proposed to allot the stock as follows: (1) Seven per cent cumulative first preferred stock —Riker & Hegeman Co. $2,147,400, United Drug Co. $2,938,950; (2) six per cent cumulative and preferred stock—Riker & Hegeman Co. $3,859,000, United Drug Co. $5,250,000; (3) common stock—Riker & Hegeman Co. $8,800,000, United Drug Co. $11,250,000.

On the basis of this allotment Riker-Hegeman stockholders will receive in exchange for their old preferred shares an equal number of the first preferred shares of the new company's stock. The old stock paid 6 per cent cumulative dividends; the new stock will pay 7 per cent. Holders of Riker-Hegeman common stock will receive for each $100 worth of stock relinquished approximately an equal amount of stock of the new company at par and about $44 par value of second preferred of the new company. A meeting will be held in Boston on December 6.

* * *

JOBBERS AND THE NEW YORK ORDINANCE.

Whatever may have been the feeling in New York, it was the general impression throughout the country that the drug interests as a whole were opposed to the Goldwater formula-disclosing ordinance promulgated by the board of health of America's biggest city. This ordinance goes into effect December 31, and calls for the printing of the active ingredients on the labels of proprietary preparations —either that or the filing of the formula with the health board. The action of eleven of New York's large wholesale drug firms in signifying their intention of complying with the terms of the measure came, therefore, as a sort of surprise. In a signed letter to Dr. Goldwater the jobbers mentioned did more than signify an intention. They went on record as favoring a Federal law "regulating the sale of patent and proprietary articles, for the same reasons which brought about the passing of the above mentioned local ordinance."

The motive back of the local ordinance,

according to Dr. Goldwater, is not to drive patent medicines out of New York, but to get at certain preparations which are alleged to be frauds.

Before deciding to comply with the ordinance, however, the jobbers are said to have asked the Proprietary Association of America what protection might be expected were a negative course pursued, and a response was received to the effect that the Association proposed to defend the first druggist, retail or wholesale, arrested by the department of health, for the purpose of making a test case. Evidently none of the eleven jobbers who signed the letter cared to be the subject of this test case.

Arrangements have been made with the health board which will permit the selling of all goods on hand when the ordinance goes into effect, whether they comply with the terms of the measure or not. Inspectors will visit stores and wholesale houses and stamp such goods "In stock prior to December 31, 1915," and these articles may be sold until the stock is exhausted.

* * *

THE "PATENT MEDICINE" BUSINESS.

Sometimes the idea is entertained that the patent medicine business is on the wane. Druggists are occasionally heard to make the statement that their volume of sales in this particular class is not as heavy as it used to be. And this statement may be true; nevertheless a number of significant figures are found in a report read by W. A. Hover of Denver, Colorado, at the annual meeting of the National Wholesale Druggists' Association.

Carefully prepared statistics show that in 1914, 53 per cent of the average jobber's sales consisted of proprietary articles. In 1878 the percentage was 36; in 1892, 52; in 1899, 54; in 1904, 56.2; in 1909, 53.7. Eleven years ago high-water mark was reached—56.2; but it will be noticed that the difference between the highest percentage and that of 1914 is merely a matter of less than 4 points. Comparing 1914 with 1899, 15 years ago, there is a difference of only 1 point.

However, while there has been no marked decrease in the volume of business, there has been one feature which is particularly hard on the jobber. The number of proprietary items has increased tremendously. In 1871 the total number listed by a Chicago wholesale house was 825. In 1880 a price list included 2699 items of this character, and in 1915 this number had increased to 38,143. There are 1362 different kinds of pills alone.

In 1899 there were 2154 manufacturers of proprietary articles. In 1904 this number had increased to 2777, and in 1909 to 3642, an increase in ten years of 70 per cent. During the same period the capital invested increased from $56,173,000 to $99,942,000, or practically doubled.

* * *

AN IMPORTANT HARRISON LAW POINT.

Within the near future the United States Supreme Court will act on a Harrison law point which is of extreme importance. The question will be determined whether a person other than a producer, a broker, a manufacturer, a jobber, a druggist, a physician, a dentist, or a veterinarian may have narcotics in his possession without violating the law and becoming subject to prosecution. Courts in Minnesota, Montana, Tennessee, and Pennsylvania have held in effect that he may, while a court in the State of Washington has ruled to the contrary.

It would be unfortunate indeed if what on the face of the returns seems to be the majority opinion should be pronounced valid, for the measure would then to a great degree become emasculated. Of course the Federal authorities would still have effective checks on the sources of supply as well as on sales, but a very fruitful source of obtaining evidence would be cut off. If nothing in the way of a penalty could be inflicted on a man caught with the goods in his possession, he would very likely prove a dumb witness. On the other hand, where it is possible to send him "over the road," he would be much more kindly disposed toward telling where he became outfitted with his supply of the contraband. The Internal Revenue authorities at Washington feel very hopeful of having the stand they have taken in the matter sustained.

* * *

A HARRISON LAW RULING RESCINDED.

A number of months ago the Internal Revenue Department issued a decision to the effect that a physician might instruct the druggist to refill a narcotic prescription by writing on a blank the number that the first prescription bore, the blank to bear also the

patient's name and address, the date, the physicians's full name and office address, and his registry number. It was stated that the government would consider such an order as a new prescription.

However, this method of authorizing a renewal can no longer be practiced. In the future all prescriptions coming within the scope of the law must be original prescriptions; that is, all the ingredients must be written on the blank. Should a physician want to continue a treatment involving narcotics he must supply a new prescription in full every time the patient's supply of medicine runs out.

* * *

THE INTERCHANGE OF REGISTRATION.

The National Association of Boards of Pharmacy now congratulates itself on having secured the coöperation of 36 States in the reciprocal interchange of certificates. In certain other States members of the pharmacy boards are in entire sympathy with the further development of the reciprocity idea, but are hampered by unfavorable laws or other conditions.

The idea is a sound and a just one. Surely a pharmacist who is worthy and capable of practicing his profession in one State is equally as worthy and capable of practicing it in another State. But there is an objection often raised in opposition, it is said. What is to hinder favored States, like California, Florida, and Michigan, for instance, from being overrun by druggists? Should diamonds be discovered in Nebraska and a huge wave of prosperity make fatter still the commonwealth of William Jennings, what is to hinder thirty thousands druggists rushing to the scene and opening up as many new stores? That is the way the question is put.

However, there would seem to be little danger in this respect. There was a total of 337 reciprocal registrations granted through the national organization during a period of eleven months, and these were quite uniformly scattered throughout the country. Illinois headed the list with 54 and Texas came next with 28.

The list of what is known as "active members" of the association includes every State in the Union except California, Colorado, Mississippi, New York, New Jersey, North Carolina, Nevada, Ohio, Pennsylvania, Rhode Island, South Carolina, Washington, and Wyoming; and of these Colorado, New York, North Carolina, and Pennsylvania are "associate members." The secretary of the association is H. C. Christiansen, 450 Bowen Street, Chicago.

* * *

BEWARE OF FLY-BY-NIGHT DRUG PEDDLERS!

These are opportune days for drug peddlers! The scarcity of certain chemicals and preparations, mostly foreign-made, and the consequent high prices at which they are held, offers unusual opportunity to the fly-by-night salesman who makes delivery on the spot.

These itinerant venders are hard to get at. Before the government can act under the Food and Drugs law, interstate shipment must be shown; that is, the goods must have been shipped or taken from one State to another. Until such transportation has taken place, State or municipal laws only can be invoked.

A flagrant fraud of this character has recently been exposed by Federal officials. An imitation of salvarsan proved to be nothing more than salt colored with coal-tar dye. The preparation was absolutely worthless, and was sold at a high price; and inasmuch as the substance was to be injected directly into a patient's blood, the imposition takes on a phase little short of actual murder. This product had all the physical aspects of the original, and the exterior of the package was an exact reproduction. Judged by externals only, the manufacturer himself might have been deceived.

There is but one safe course to pursue, and that is to buy goods only from legitimate sources. A single bad buy might go a long way toward ruining a business.

* * *

THE COD-LIVER OIL SITUATION.

There are a number of drug commodities which have responded in an unusual degree to the conditions brought about by the war, and among them we find cod-liver oil. In July, 1914, the price quoted was $22.50 a barrel; it is now well over the hundred mark.

Usually in cases involving so rapid and pronounced an increase there are legitimate reasons, quite apart from those which may be charged to speculative buying and holding; and in the matter of cod-liver oil these reasons are not at all difficult to trace out. To begin with, cod fishing has been less successful than for years past. Less fish have been caught,

and this has resulted in a shortage of oil. Then, too, the fact that the North Sea is within the military area, increasing shipping difficulties, has had a bearing.

But perhaps the chief cause may be found in the fact that Germany has bought immense quantities of cod-liver oil for the purpose of making glycerin from it to be used in the manufacture of explosives. Large orders for prompt shipment to Russia, presumably for the same purpose, must also be taken into consideration.

There seems to be no relief in sight. It does not appear that there can be a marked decline in price until the oil obtained from another year's catch becomes available.

* * *

THE FORD CASE AND THE STEVENS BILL.

Nearly two years ago the Ford Motor Company attempted to restrain a retail concern in Dayton, Ohio, from selling its cars below the set price. In other words, the Ford company undertook to establish its right to set its price to the consumer and to maintain it. A restraining decree was applied for.

Last month in this department we discussed the Kellogg Corn Flakes case, which in some respects parallels the Ford case, both in regard to the particular kind of law involved and the outcome. It will be recalled that the Kellogg company based its defense on the patent law. The Ford company, on the other hand, based its complaint on the patent law. And both companies, so the courts declare, have grabbed hold of the hot end of the stick! In the Ford case the injunction sought has been denied.

What was said last month in connection with the Kellogg case applies with equal force to this later development. The interests of the Stevens bill are in no way affected. The failure of the breakfast food company to sustain its defense, and of the motor car company to make good its complaint, may perhaps in each instance be assessed to the kind of law selected on which to predicate the case, rather than to any inherent defect in the principles of price standardization and maintenance.

* * *

NEW YORK RETAILERS INDORSE STEVENS BILL.

At a mass meeting of the Conference of Independent Retailers of the Metropolitan District, held at the Hotel Astor, New York, the Stevens bill was unqualifiedly indorsed as "the only practical form of legislation now visible which promises the establishment of resale prices, the preventing of predatory price-cutting, and the offering of a guaranty of free and honest competition in all lines of trade." This meeting was the first occasion, it is stated, on which representatives from all branches of retail trade ever came together for the common good. Grocers, hardware men, clothiers and others were as much in evidence as druggists. A drug man, however, was elected chairman—Dr. Wm. C. Anderson—and the names of the following active workers in pharmaceutical affairs are found on the executive committee: T. J. France, E. A. Boetzel, Louis Berger, Geo. E. Huether, I. Shuloff, S. B. V. Swann, B. Colle, Peter Diamond, E. Lindemann, and Alex Gardner.

* * *

Cincinnati has now followed in the lead of Detroit. In one of the high schools of the city a course in pharmacy has been established, and actual experience in a drug store is one of the entrance requirements. This experiment of incorporating pharmaceutical education in the work of the city high schools is a very interesting one.

* * *

In Chicago the State Factory Inspectors have been calling on drug stores in order to learn if the child labor law is being violated. Apprentice boys cannot be under 14, and if between 14 and 16 a school certificate must be shown if called for.

* * *

A five-acre golden-seal "farm" in Maine yielded 3500 pounds of root this year, valued at $14,000. It takes five years for the root to mature, and owing to the European war the demand for the drug has materially decreased.

* * *

Columbian spirit is now known as Columbian methanol. It is still, however, devoid of any—or more strictly speaking, all—of those qualities which go to make up an ideal picnic beverage.

* * *

Dr. Sigismund S. Goldwater has resigned as Health Commissioner of the city of New York.

EDITORIAL

SELLING SATISFACTORY SERVICE.

The larger retail establishments, particularly the chain-store systems, have almost without exception formulated a very comprehensive code of ethics which must be somewhat arbitrarily followed by employees. This system of behavior is usually supplied in pamphlet form, and it is obligatory that each clerk study it with as much care as he does any book pertaining technically to the drug business. Some chains maintain correspondence courses designed to educate the clerk, while others hold night schools at stated intervals during the week.

The underlying idea is that a store does not only sell merchandise; it sells service, also; and that poor service will kill a business just as effectively as the policy of selling shoddy or dishonest merchandise will. Crystallized, this sentiment is expressed in the thought that "the store that sells poor service is a poor store."

"The customer pays your salary," is the way the Owl Drug Company puts the situation up to its employees.

Nothing affecting the interests of the store is overlooked, it seems. By way of illustration, salesmen are requested to change their linen daily and to wear belts in summer. Women who wait on trade are requested to wear either plain white or plain black clothing, or a combination of the two, and beauty patches, earrings, and "loud" jewelry are distinctly discouraged.

Clerks are instructed not to call across the store to each other, even when important information is desired; it is necessary to approach the person addressed and to speak in a quiet, restrained voice. Nicknames are not viewed with favor.

"Take time," says Rule 26 in the Owl Company's manual, "to hand the change to the customer. Never lay it on the counter for him or her to pick up." In conversations carried on with customers such words as "bargain," "dandy," "awful," and "swell" are not to be used, and the phrase "just as good" is to be carefully avoided. Caution is distinctly issued against attempting to sell something "just as good" or "better" when an article is called for. No attempt at this form of substitution is to be practiced. The article called for must be promptly supplied.

Nothing must be done in any manner which will offend, antagonize, or repel a patron. The idea is kept constantly in mind that service as well as merchandise is sold, and that the two are inseparably interlocked.

The idea is entirely logical and perhaps will bear a little more thoughtful consideration than is usually given to it, not only by clerks, but by proprietors as well.

REDUCED PROFITS IN THE JOBBING BUSINESS.

W. A. Hover, of Denver, Colorado, has collected another set of statistics with reference to the jobbing business. They were presented at the last meeting of the National Wholesale Druggists' Association on the Pacific Coast, and they make very interesting reading.

Mr. Hover shows that the percentage cost of doing business in the wholesale drug trade has gradually risen from 9 per cent in 1878 to 12.5 per cent in 1914. Mr. Hover doesn't discuss what the gross profits are in the jobbing business, but we understand that with proprietary medicine and similar commodities the figure averages 15 per cent. With a gross profit of 15, and an expense of 12.5, there is left a net profit of 2.5 per cent—certainly not an extortionate return!

In the meantime Mr. Hover discovers that the percentage of solicited business has considerably risen. He means by this, of course, that there are fewer and fewer voluntary orders sent in by mail, and that more and more traveling salesmen have to be sent out to get the business. The percentage of solicited sales has risen from 53 per cent in 1899 to 63 per cent in 1914. This means increasing competition, increasing expense for travelers, and decreasing profits.

Passing along to the next group of figures presented by Mr. Hover, it is somewhat surprising to find that proprietary articles still represent 53 per cent of the jobber's business —more than half of it. And the still more astonishing fact is that 74 per cent of the business done by jobbers in proprietary articles represents orders of one-quarter dozen or less! In other words, three-fourths of the time the

jobber is doing what practically amounts to a retail business and only securing a relatively small wholesale profit.

From all of which it appears that the wholesale druggist, like practically every other type of merchant, is facing the great problem of increasing competition, rising costs, and decreasing profits. It is no cause for wonder that at least three or four times a year we find old, well-established jobbing houses uniting fortunes with one another and bringing about amalgamations for the purpose of reducing competition and lessening economic waste.

A NEW MOVEMENT.

Two modern developments of considerable interest are both illustrated in a new step just taken in Iowa. One is the tendency of the present-day university, chiefly through its extension activites, to reach out and help all the people by the dissemination of practical education. The other is the tendency of modern business men to make a scientific study of their calling.

The State Pharmaceutical Association has asked the Extension Division of the State University to conduct a short course in business subjects for the benefit of the druggists of the commonwealth. Accordingly a series of special lectures were delivered at the University in November.

Such problems were discussed as cost and profit accounting, the annual inventory, advertising, buying, salesmanship, and other topics of great importance to every retailer. The University had previously conducted similar short courses for the benefit of grocers, clothiers, and hardware dealers, and the whole movement is one of the interesting developments of the hour.

Will other States take it up?

DO YOU WANT A BULLETIN BINDER?

This number of the BULLETIN will be found to contain the annual index, and a mere glance will show what a wealth of practical material has appeared in this journal during the present year.

Much of this information is of far more permanent benefit than of temporary interest. It ought to be kept available for future reference. Problems are coming up in the store every day that can be solved by consulting some such up-to-date authority as the BULLETIN.

You may want a certain formula. You may want to put into force an advertising scheme that you couldn't use at the time it was published. You may want to repeat a window display. You may desire to find out what the incompatibilities of a certain drug or chemical are. You may, in fact, want any one or more of a thousand pieces of information.

Very well, then, bind the BULLETIN and keep it on file, and insert the annual index in the proper place so that it will at once furnish an immediate key to the volume.

We shall be glad to send you a binder for this purpose at the cost price of 65 cents. All you have to do is to punch two holes in the back of each copy of the BULLETIN, run the cords through them, fasten these cords tightly by the clip provided for the purpose, and you have a complete volume of the BULLETIN ready for your back-room shelf.

SEVERAL QUESTIONS.

From a man in Idaho we have received a number of questions as follows:

> First, what do the current expenses cover? Do they include interest on the money invested in your stock, freight on goods from the wholesale houses to the drug store, and what is the general salary allowance to the owners? I do all the prescription work myself.

These points and a thousand others are comprehensively covered in Mr. Mason's book entitled "The Druggist and His Profits," and you would doubtless find it very useful and suggestive. We may in the present instance, however, reply briefly to your questions:

1. The expense account should cover the following 18 items: (1) taxes, (2) insurance, (3) fuel, (4) light, (5) water, (6) rent, (7) proprietor's salary, (8) clerk hire, (9) advertising, (10) telephone, (11) telegraph, (12) office supplies, (13) postage, (14) repairs, (15) delivery service, (16) donations, (17) subscriptions, (18) depreciation of stock and fixtures and losses on bad accounts.

2. Interest on the investment should not be included in the expense account.

3. Freight and cartage are not an expense at all. They represent a part of the cost of goods, and should be included among purchases.

4. The whole question of a salary allowance for the proprietor was discussed on page 370 of the BULLETIN for September of this year.

The Poor Man's Medicine.

The druggists who went to the San Francisco meeting of the A. Ph. A. had an enjoyable trip going and coming. Here are C. H. Packard and E. H. LaPierre, both of Boston, at the beautiful Hotel Arlington in Santa Barbara, Cal.

In this view Prof. Philip Asher of New Orleans is seen seated on the marble chair dedicated to the memory of the late lamented W. M. Searby, at the famous open-air Greek Theater in Berkeley, Cal.

This picture was taken at the Alvarado Hotel in Albuquerque, N. M., and the party comprises Dr. A. B Huested of Albany, Messrs. Terrill and Root of Vermont, and some ladies of the Boston party.

The visit made to the Santa Barbara Mission in California was most interesting. Among those in the view, reading from the left, are Dr. A. B. Huested, Mrs. Staple, Louis Emanuel, and E. H. LaPierre.

On the Way to California.

A South American Store.

A view of a part of the interior of Loyer Hoyle's drug store, Trujillo Peru, South America, a thoroughly up-to-date place which enjoys a good patronage. Goods manufactured in the United States are quite prominently displayed.

A Drug Store in China.

Here we have a picture of the Hankow Dispensary, Hankow, China. This store is located on the Yang-tse-Kiang River, 600 miles from the sea, and is exceptionally well equipped. The room was recently fitted up in a building erected especially for the purpose. There is a tiled floor, beamed ceiling, and the fixtures are thoroughly modern. H. J. Livey is manager.

Optics as a Side-Line.

We present three papers that will be of practical value to the druggist who is looking for a profitable side-line to fit in with his business. The writers are men who have made a success of optometry or eye-glass fitting. They tell how to obtain the educational training required. They describe various methods used to attract customers, and give an idea of the profits that can be made by a man who is thoroughly familiar with the business. Two additional papers are presented this month which discuss the desirability of a cash versus a credit business.

PRIZE ARTICLE: A YEARLY PROFIT OF NEARLY $300 IN A SMALL TOWN.

By Thomas Keefe.

In running a small-town drug store the proprietor generally has time to do just a little more business. That was my case when I started in the drug trade in a Nebraska town of 700 population, six years ago.

I found that the community did not support

Thos. Keefe.

a jeweler. I also found that most of the eye testing was done in larger towns.

The field looked good to me. To-day I am a druggist, jeweler, and optometrist.

First, I took a correspondence course in optics—which didn't advance me far. From it I learned to tell the difference between a convex and concave lens and a few minor points. By studying a trial case which I bought I was able to pick up quite a good many additional points.

My next step was to spend three months in an optical college. Now three months may not seem a sufficient time in which to get an education in optometry. Indeed, no one can get it in that period, but a person by every-day attendance can obtain a good knowledge in that length of time and that was what I did. I worked hard while at the college, and at the end of the three months I appeared before the State examining board and passed.

CONSTANT STUDY ESSENTIAL.

An optometrist, like a physician or any other professional man, must read and study constantly or he will fall behind and become rusty. I take two magazines devoted to optometry, and I also have a good reference library. I use it, too.

After getting back to the store my first step was to make a place in which to test eyes, and then to equip it thoroughly. I invested $200 in equipment, buying as a part of it a Geneva combined retinoscope and ophthalmoscope. This instrument is used to determine diseases of the eye and for testing bad errors of refraction, especially in children. I also have a phoro-optometer, an instrument to test and treat weak eye muscles. I made an electric test chart, and with the trial case and a stock of lenses and frames the equipment was complete.

I do my testing in the rear of the store. Patients do not like to be tested in the public view. Then, too, customers coming in are likely to annoy the operator.

PROFITS ARE GOOD.

The profits from this branch of my business are good. I charge $2.00 for testing and then get from 100 to 200 per cent profit on the glasses. This may seem a long profit, but the price of course includes straightening and adjusting, and in most cases I earn the money.

The charge for testing applies only to persons who have never worn glasses before or to difficult cases. In old people who change glasses every few years I charge only for the lenses and do not give a complete test.

The advertising of the eye-testing and glass-fitting department is kept separate from the drug business. By this I mean that it is dignified by appearing alone and not run in connection with ads devoted in part to drug-store

merchandise. I place small ads. in the weekly newspaper and run slides at the "movie." The advertising that I have found to pay the best is the distribution of little booklets on the eye. I used three different ones in the last year and a half, distributing them by placing in circular letters and wrapping in packages. The booklets can be bought in quantity, already prepared. I advertise all the time that I am a registered optometrist. By so doing I am keeping a lot of people from going to other towns.

REPLACES BROKEN LENSES.

Many people believe that when a lens is broken they must go to the man who fitted the glasses to get it replaced. That I can replace any broken lens is a point that I advertise hard. I have made it pay, and I replace lots of broken lenses in glasses that I never fitted. But I had to show the people. I carry a good stock of different kinds of lenses and can replace almost any lens in a few minutes.

I keep repairs for frames and can do soldering. This all brings in extra coin. I also keep a card index for each patient, which tells everything in detail: the strength and kind of lenses, the measurement and kind of frame and price, and also if there is anything peculiar about the particular case.

During the year 1914 I tested 114 pairs of eyes, and from them received $346. I received $89.25 from repairs, which included replacing frames, temples, and soldering. The expense involved was $148.81, not including time. A profit of $286.44. Not at all bad.

I consider optometry a good paying side-line. It is fascinating work, and I would advise any small-town druggist who has time to do a little bit more to take up the practice.

THOROUGH KNOWLEDGE INSURES SUCCESS.

By Walter A. Reese.

After graduating from a college of pharmacy I was induced, by a friend already in the business, to study optometry. He said that I would find it to be an unexcelled drug-store side-line.

The game looked easy to me, for I thought that any one with a few hours of practice, and the necessary amount of nerve could fit glasses.

I at once bought a correspondence course in eye-glass fitting for $8.00. Included with it was a diploma which read that I was now a "Doctor of Optics," qualified to fit, recommend, and prescribe glasses.

I studied diligently the lessons given, but finally decided that a correspondence course would not enable me to become a thoroughly competent and successful optometrist.

However, really being interested in the science of optometry, I secured a position and worked for one and one-half years as assistant to a doctor who was an experienced, and successful, optometrist.

While with the doctor I studied such books as "Hartridge on Refraction" and "Physiologic Optics," and read various good optical journals.

To build up a profitable business requires a thorough knowledge: an ability to recognize the more common diseases of the eye, and an ability to know when glasses are prescribed that they will be a benefit rather than a detriment to the patient. A pair of properly fitted eye-glasses is the optometrist's best advertisement, one that brings a financial return.

SELLS QUALITY GOODS.

The quality of the goods used is of great importance. If cheap frames and mountings are supplied it is only a short time until they are returned with a demand for new goods to replace the tarnished ones. Many times the patients do not return. They are lost customers. But if quality frames and mountings are used the patients are satisfied. They are boosters for the store.

I do not know of any other line that more exactly fits in with drug-store business. The druggist-optometrist has the edge on the other fellow, for his business puts him in contact with the right kind of prospects.

He has a talking point when a customer asks for eye-water, salve, or stomach medicines, for right then and there he can suggest the need of glasses by explaining some of the causes of eye troubles. If the customer is one for eye-glasses, the druggist can almost invariably make a sale of a bottle of eye-water.

I have found that slides in the moving picture houses are great business getters. The slides should be changed weekly, and as the various optical companies will furnish them free of charge, the weekly change is inexpensive.

The optical business is a profitable and

almost ideal side-line for any drug store. I am convinced that if a druggist will learn the business thoroughly, adhere conscientiously to a few simple merchandising rules, and treat customers squarely, his success in the optical field will be assured.

HOW TO OBTAIN THE TRAINING.

By A. E. Nuremburg.

The training required in order to practice optometry necessitates, of course, a knowledge of the use of several instruments for the detection of abnormal sight.

To the reader interested in acquiring this knowledge I would suggest communicating with such schools as Columbia University, New York City; Rochester School of Optometry, Rochester, N. Y.; Massachusetts School of Optometry, Boston, Mass.; Philadelphia Optical College, Philadelphia, Pa.; and others which advertise in the various trade journals.

The prospectus sent out by any one of these institutions gives a fair idea of the necessary subjects to be pursued in order that one may be equipped to properly examine the eyes.

It is my opinion that instructions received from a man who has successfully practiced optometry for many years and is equipped to teach others will give a student better practical experience than he would receive at a college. None of the colleges conduct a clinical course, whereas the student, under the instructions of a private tutor, receives practical training examining patients that come to the office of the practitioner.

To learn of the methods pursued by successful optometrists to build a profitable business, I would advise the reader to subscribe to several optical journals, including, preferably, *The Optical Journal and Review,* published at 11 John Street, New York City.

I have observed that fully half the people that enter my store do not wear their glasses right, showing improper fitting. Others on being questioned as to where they obtained their glasses simply say they walked into some store and tried on several pairs of glasses, and bought the ones they thought best suited to them. The trained man can get part of this business, at least.

A druggist who can interest the local school board by furnishing the children who have defective sight with glasses, at a reasonable price, has another field open to him.

Cash or Credit—Which?

CREDIT CUSTOMERS A VALUABLE ASSET.

By Stanley M. Sorley.

Good-pay credit customers are one of the best assets a store can have.

People are accustomed to receiving credit, and many of them do not want to be troubled with making immediate cash payments for everything they buy. They prefer to make monthly settlements, thus making it easier to keep track of expenses. Most working people receive their wages at definite times in the month and many of them find it very convenient to meet obligations on pay-day.

A credit store attracts more trade than a cash business, thereby increasing the volume of trade.

Credit customers as a rule give their entire trade to one store. Those who always pay cash are under no obligations and therefore can scatter their trade to suit their own convenience or fancy. The entire family will often do all their trading at the one store extending credit, and the amount expended will usually be larger than when cash is paid for each purchase.

Credit, of course, should not be extended to extravagant, incompetent, idle, and intemperate customers, or to gamblers, speculators, minors, and strangers. Farmers, as a class, wage-earning workers, especially those who own homes, business and professional men, and all people with means can generally be extended credit.

A thorough study of local business conditions, a careful selection of risks, a complete examination of credit information, a constant supervision of accounts, and a prompt collection service will tend to reduce the losses from extension of credit. A man who will not take the trouble to do all this is not qualified to engage in either the cash or credit business.

If the community supporting the drug store is composed of a goodly portion of well-to-do families, home-owning wage-earners, or suc-

cessful farmers, thus enabling the druggist to select his credit customers to some extent, I am emphatically in favor of a well-developed and well-regulated credit business.

A CASH BUSINESS INSURES MORE FREQUENT TURNOVERS.

By Theo. B. Faxt.

I have been in the drug trade in a medium-sized town for about twenty years, and have tried both the credit and cash systems.

The credit business is the easier to secure and to maintain, but the cash business, from my point of view, is the better provided the store can stand the depression which precedes success. A good financial backing is required to tide over the lean days, while the people are being educated to the fact that credit will not be extended. After that is accomplished, comparatively easy sailing is ahead.

More goods can be sold on credit, but that does not always mean putting more money in the cash register—the end we are all striving for. With a credit business the customer's feelings are never hurt until his account is put into the hands of a collection agency. The cash business requires customers, or would-be customers, to be turned down every day. Sometimes we lose, but more often we gain.

A smaller force is required to carry on a cash business, thereby cutting down the "overhead." There is no bookkeeper or bill collector to draw profit-reducing salaries.

A man doing a cash business should have the best location in town. If this is not possible, the store should be on a prominent corner where passers-by are frequent. The store must be attractive. Frequent changes of show windows and constant rearrangements of showcase displays are essential. Rapid service is a contributing factor.

Business run on a strictly cash basis is a new proposition in our town, and people are just waking up to what a cash business really means. They are commencing to realize that it is really a money-saver for them. Although we often have good customers asking for credit, a strict adherence to our rule is making the number less and less.

After having tried both the credit and cash systems, I am in favor of the cash business, for with it I always know just how I stand. There is no guesswork as to the problematical value of book accounts, and the capital invested is turned over more frequently.

"OBSERVING THE HARRISON LAW."

Have you been bothered in trying to live up to the Harrison antinarcotic law at various points? Have certain things troubled you? Have you been in doubt on a lot of details?

The Bulletin of Pharmacy has just printed a handy booklet covering the whole subject of the Harrison act in detail. Not only is the law itself explained, but consideration is given to the innumerable regulations, departmental rulings, and court decisions that have confused the minds of so many druggists.

All this material is clearly analyzed, arranged in logical form, and so classified and indexed that one may turn immediately to any phase of the subject on which he desires light.

This booklet represents the first attempt to present the whole subject in one place, and it will be found of great interest and benefit to every druggist. Several points about the law and its enforcement, indeed, have been modified from time to time, and all these and other troublesome things have been very clearly and lucidly explained.

If you are anxious to observe the Harrison law in detail, and keep out of trouble with the government authorities, this brochure will prove to be exactly what you need. It has been written and printed with that precise purpose in mind.

We shall be glad to send a copy to any druggist upon receipt of 25 cents. Order of E. G. Swift, P. O. Box 484, Detroit, Mich.

C. G. Eubanks, Walla Walla, Washington, and his family in a new Buick Six.

Burning bodies on the River Ganges in India—photograph taken by Dr. S. S. Coleman, East Indian manager of Parke, Davis & Co.

Ready for wet weather—three delivery boys of Charles Palliser, Wellington, New Zealand.

The homelike residence and attractive grounds of Ellis Giles in Leonard, Texas.

Dr. H. M. Whelpley, of St. Louis, and Charles Clayton, of Denver, at the last meeting of the Colorado Pharmaceutical Association.

Miss Daisy A. Frick, of Audubon, Iowa, is a farmer as well as a druggist. Here is a scene in her oat field.

A Discussion on Prescription Pricing.

This journal has been asserting for years that druggists in general are greatly deceived about their prescription profits. This fact is coming to be more widely realized, and at the last meeting of the American Pharmaceutical Association a committee was appointed to collect nation-wide statistics upon which to base reform suggestions. The theme was taken up more recently still at the Detroit Branch of the A. Ph. A. We present this month papers read on that occasion by Harry B. Mason and Walter M. Chase, together with a synopsis of the debate that followed. There is still a wide difference of opinion as to the method or methods that should be followed in pricing prescriptions, but druggists at last are willing to believe that they have been selling themselves too cheaply all these years.

PRESCRIPTION PRICES IN NEED OF REFORM.*

By Harry B. Mason.

Prescription pricing is greatly in need of reform throughout the country. As a rule druggists charge considerably less than they should for their prescription work. They do not know what their costs and expenses are, and their selling prices are accordingly not based on real information. Often, indeed, they follow a flat system of pricing regardless of variations in cost, and utterly without any knowledge of the yield in profit—or lack of yield. Many of them, too, have failed to advance their figures in keeping with the rising scale of costs, and are selling prescriptions exactly as they were selling them 20 years ago. Between different druggists and different cities, moreover, there is the widest possible disparity, and so it is that the whole question of prescription pricing is in a state of utter chaos and confusion.

With this somewhat damning indictment to start with, let us consider for a few minutes a very interesting investigation reported upon at the last meeting of the American Pharmaceutical Association in San Francisco. F. W. Nitardy, of Denver, collected the facts about 10,000 prescriptions—1000 each, presumably, from ten men. Now passing over the ten separate tables of Mr. Nitardy, let us give the table of averages based upon the whole showing:

Estimate of hours required for compounding 1000 prescriptions	215½
Cost of material	$183.07
Estimated cost of time	81.48
Cost of containers	26.75
Estimated overhead expense	75.54
Total cost	366.84
Price received	504.60
Cost	366.84
Gross profit	137.76
Percentage of gross profit on selling price	27.3%

*Read before the Detroit branch of the American Pharmaceutical Association in October, and reprinted from the *Journal of the A. Ph. A.*

Now the actual facts in this table are most interesting, but Mr. Nitardy has handled them inaccurately. At the end of the table he arrives at a percentage of *gross profit* of 27.3. But this isn't a gross profit at all. Neither is it a net profit. It is not a gross profit because already the "cost of time" and what Mr. Nitardy calls "overhead expense" have been considered. And it is not a net profit because, while some of the expenses of the store have been deducted, all of them have not.

Mr. Nitardy's profit calculations, indeed, are very difficult to follow. He takes this 27.3 per cent of apparent gross profit as a starting point, and then argues that you must deduct something like 25 per cent from it to cover managerial and administration expense. Thus he assumes that a *net profit* is left on these prescriptions of only 2.3 per cent.

Of course this is a startling condition of things if true, and it is no wonder that it had the A. Ph. A. by the ears out at San Francisco, and that the whole question of prescription pricing was discussed off and on during the entire week. Now prescription profits are low enough in all sincerity, but they aren't as low as this.

Let us take the real facts contained in Mr. Nitardy's table of averages, covering 1000 prescriptions, and let us work out a revised table leading up to accurate conclusions:

Cost of material	$183.07
Cost of containers	26.75
Cost of labor (215½ hours)	81.48
Cost of general expense (outside of labor)	100.92
	$392.22
Price received	$504.60
Total cost	392.22
Net profit	112.38
Percentage of net profit	22%

Thus we find that these prescriptions actually yielded a net profit of 22 per cent instead of 2 or 3 per cent.

It may be asked, though, how I have arrived at the "cost of general expense" in the foregoing table. Well, let me explain first that Mr. Nitardy has divided his expense into three classifications—(a) labor or time consumed in actual dispensing, (b) overhead expense, and (c) managerial and administration expense. This is a somewhat unnecessary division, and Mr. Nitardy's figures are furthermore too high.

Following a different and simpler method, I have handled the question of expense in two divisions only—labor on the one hand, and all other expense, of every sort and nature, on the other hand. Mr. Nitardy gives an estimate of the cost of labor, and I have accepted his figures without change. It only remains therefore to ask how I have arrived at the remaining expense.

Well, the average percentage of expense in a store is something like 28; it is lower in a big store and higher in a small store. The average of clerk hire, on the other hand, is about 8 per cent. Inasmuch as the clerk hire is separately itemized and taken care of under the classification of time or labor, we deduct 8 per cent from 28 and we have 20 per cent left. This 20 per cent covers absolutely every bit of other expense connected with the store—proprietor's salary, depreciation, collection losses, rent, light, heat, and everything else. Twenty per cent of the total selling volume of $504.60 is $100.92, and the latter figure is therefore put down as the "cost of general expense" in the foregoing revised table.

Now there are some other interesting conclusions that may be drawn from the table. Here they are:

Average sale price of the 1000 R	$0.50
Average cost of material and containers	.21
Average gross profit	.29
Average expense, both special and general	.18
Average net profit	.11

Just how characteristic these facts are it is a little difficult to determine. I gather that Mr. Nitardy collected his statistics from 10 druggists, and that each reported on 1000 continuous prescriptions. Apparently all 10 men lived in Colorado, and apparently also they were fairly large and successful druggists or they wouldn't have had the facts ready for compilation. It would seem therefore that what we have found out are the prescription averages merely of 10 selected druggists.

I am rather inclined to believe, although I have no figures just now to back up the assertion, that druggists as a whole fail to do even as well as these ten men have done. But the ten men themselves vary considerably in their profit showings. In the separate tables published by Mr. Nitardy, and not repeated in this paper, it may be observed that one of the ten men attained a profit of only about one-third the general average, whereas another secured a little in excess of one-half. A third man, on the other hand, nearly doubled the general average. If we take the best profit-maker in the bunch, and give him a rating of 100 per cent perfect, the others taper along down to 25, and here you see right away the vast disparity between druggists, and the degree to which many of them fail to make their prescription business yield the profit that it ought to yield.

On several occasions I have suggested that in pricing prescriptions a druggist ought to use some such rational system as that employed by George B. Evans in Philadelphia. Mr. Evans has five or six large establishments, does a business considerably in excess of a million dollars a year, has an enormous prescription patronage, and is one of the most brilliantly successful men in the drug business of the United States. What, briefly, is Mr. Evans's method? *He gets a profit approximating 100 per cent on the cost of the bare material, and then charges a dollar an hour for actual time consumed in compounding.*

Where would we land if we applied the Evans method to this table of 1000 average prescriptions? Let us see:

100 per cent advance on material	$0.42
$1.00 an hour for labor (one-fifth hour)	.20
Selling price	.62
Cost	.21
Gross profit	.41
Expense	.18
Net profit	.23

By the use of the Evans method, therefore, we have an average net profit of 23 cents instead of 11 cents. This means that the net profit has been more than doubled—and it is the net profit that always tells the story. It is the net profit that you live on, that you educate your children with, and that you use in buying automobiles and theater tickets.

Please observe, too, that in order to double, and a little more than double, your actual profit

yield it is only necessary to increase the selling price from 50 to 62 cents—an increase that doesn't seem on the face of it to be very great. You have likewise advanced your *percentage* of net profit, based on the selling price, from 22 to 37.

Now a net profit of 37 per cent, based on the sales, is none too much when you consider the amount of space and capital involved in the prescription department, the slow turnover, the relatively small yield, and the degree of professional skill required for the work. For these reasons the prescription department should produce a far larger net profit than any other department in the store. It is the one place, indeed, where the drug merchant becomes a member of a skilled profession, and he ought to be paid for his professional services as other men are paid.

But the average man will always answer to this argument: "This is mighty fine reasoning. Your voice sounds melodious in my ears, but after all you are one of those accomplished theorists who can never understand practical conditions. Prescription prices are set by custom, and I can't change them. I am a creature of circumstances. I would like to help myself, but it is quite impossible."

The answer to this indictment is a very simple and convincing one. The large, successful druggists, the men who are supposed to be cut-rate dealers doing business on a small net profit, are the very men who get satisfactory prices for their prescription work. The method I have advocated in this paper is the method used by one of the biggest retailers in the United States. He has found it practical and workable. Virtually the same method is used in the store in Chicago where more prescriptions are dispensed daily than in any other one establishment in the city.

Does it work? Of course it works!

When I was a youth in the drug business it was almost the universal custom to charge a flat price for prescriptions—25 cents for a two-ounce mixture, 30 cents for a three-ounce mixture, and 40 cents for a four-ounce mixture. To a very large extent this practice still prevails, although the average prices have perhaps gone to 30, 40 and 50 cents respectively. In some cities 60 cents is gotten instead of 50 for a four-ounce mixture.

But this flat-price system is fundamentally wrong. To charge 50 cents uniformly for four ounces of medicine, regardless of greatly varying costs, is little less than ridiculous. The wall-paper dealer might as well sell all his stock uniformly at 20 cents a roll whether it costs him 4 cents or 40. The tailor might as well make every suit of clothes for $40.00, instead of charging $30.00 for one and $75.00 for another.

Absurd, isn't it, when you come to think about it seriously?

More than that, other errors equally grave are committed by druggists in the pricing of prescriptions. You will often find a man who bases his price on the size of the dose. For a given mixture he will get a dollar if teaspoonful doses are ordered, and 50 or 75 cents if dessert or tablespoonful doses are indicated! Could anything be more irrational?

Many druggists are charging practically the same prices for prescriptions that they asked fifteen or twenty years ago. In the meantime several factors have contributed greatly to increase costs all along the line. In the first place, the old days when galencials comprised almost the entire materia medica have largely passed into history. The foreign synthetic chemical, and the domestic pharmaceutical specialty, both of which are considerably more expensive in the very nature of things, have radically changed the situation. Costs of doing business, too, have greatly risen during the last decade, and we have here a subject that has enlisted the keenest study of economic experts in all the large mercantile establishments throughout the country. And now nearly the entire world has plunged into a great war, resulting incidentally in a marked advance in the price of a thousand and one supplies. Nevertheless, despite all these things, we find many a druggist dispensing prescriptions at pretty nearly the same old figures.

The whole question sums itself up in one conclusion from which there is no logical escape. It is this: There is only one sensible method of pricing prescriptions or anything else. *The price should be based on the cost, plus expenses, plus a reasonable net profit.* Any other method is artificial. Any other method is absurd and ridiculous. This is the simple rule followed by every capable merchant and manufacturer, in every line of trade, and with every class of goods. There is no reason on earth why prescriptions should be any exception, although, I hasten to add, no rule, however good, can be universally applied. Rules must be used with discretion.

The great trouble is, in conclusion, that many druggists do not know their prescription costs. They haven't taken the trouble to figure them out. But, after all, it ought to be relatively easy for any man to adopt some such principle as the Evans method. Get 100 per cent advance on the cost of material and container, and charge a dollar an hour for labor.

PRESCRIPTION PRICES IN DETROIT.*

By Walter M. Chase.

During the past month more than a score of Detroit druggists have been called upon with the object of ascertaining what prices are charged for prescriptions, and also to find out how these prices are arrived at. While, from the data obtained, it would seem that the pharmacists of Detroit tend to secure fair prices, they are not, however, in all instances getting quite adequate returns for the material and workmanship involved. Particularly is this so when the increasing costs of merchandise and labor are considered.

The stores visited were not chosen at random, but were so selected that at least one out of every type of prescription department in the city might be investigated. They included down-town establishments, neighborhood stores, and places on the outskirts of the city. Managers of the prescription departments of chain stores, basement pharmacies, pharmacies in apartment houses, so-called "cut-rate" stores, department stores, and stores located in exclusive sections and in sections populated by foreigners, were all asked to give their methods.

Perhaps the most striking feature brought out by the investigation was the number of different systems in vogue for arriving at selling prices. Some druggists use the N. A. R. D. schedule or modifications of it; some follow the Evans rule of doubling the cost of materials used and adding one dollar an hour for time consumed in compounding; some have a flat price based on the size of the prescription. Others make a special price on each prescription, getting whatever they think the customer will stand for, while still others guess at a suitable price, depending upon their knowledge of the business to make it show a satisfactory profit.

The system employed by a certain chain of stores is dictated by the company's main office in the East. The schedule is quite a complicated one, but the prices obtained from following it compare most favorably with the best figures secured in other stores throughout the city. The schedule of prices approximates that obtained by users of the Evans rule. The cost of the ingredients is doubled; a charge is added for the label and container; and compounding is charged for at the rate of about $1.50 an hour.

One druggist, who has no set rule, told me that his price depended entirely upon the customer he had to deal with. He took into consideration the ability of the customer to pay, whether the sale was a cash or a credit one, the likelihood of a refill, and for what purpose the medicine was intended. He informed me with a grin that a prescription for solution of argyrol and santal oil capsules had to show up a better margin of profit than one for elixir of iron, quinine and strychnine.

Another druggist said that a greater part of his business came from doctors in the vicinity, and that he and these physicians had worked out a price schedule, applying to most of the prescriptions received, which was satisfactory all around. This schedule was a "double-the-cost" one with minimum prices for mixtures containing inexpensive ingredients.

There seems to be quite a tendency to furnish poor patients with medicine at a subnormal price. One druggist who does this says he makes up the difference on the chronic medicine-takers.

There seems also to be quite a decided tendency to make transient customers pay more than regulars.

The size of dose influences prices to a considerable extent. The smaller the dose the higher the price is, in proportion.

Except in occasional instances the policy of a neighboring store seems to have but little influence. The druggist whom I found to be getting top-notch prices was located almost directly across the street from one whose figures were comparatively low. And both had high-grade stores, each enjoying considerable patronage.

A druggist who did not stick closely to a schedule said that most of his customers asked for prices at the time the prescription was handed over. He always gave them a price at once and took care that it was high enough. He admitted, however, that during the recent

*Read before the Detroit branch of the American Pharmaceutical Association in October, and reprinted from the *Journal of the A. Ph. A.*

sky-rocketing of war prices his snap judgment in several cases had cost him real money.

From the variety of schedules in force—or in some cases, the lack of them—it was to be expected that prices for the same mixture would vary considerably in different stores. Such I found to be the case.

For an ordinary one-ounce prescription containing no expensive ingredients, and requiring no special manipulation to compound, prices ranging from 25 cents to 40 cents were quoted. Two druggists said that when the medicine was given in doses of a few drops each their charge would be 50 cents. Thirty-five cents was about the average charge for a one-ounce mixture.

Two-ounce prescriptions ran from 35 to 50 cents. Here again the size of dose came in, and the fifty-cent prices were based on 10 or 15 drop doses. The average price was about 40 cents.

On three-ounce mixtures prices of from 40 to 60 cents were the most common. Fifty cents was the average.

The greatest unanimity of price was found on four-ounce mixtures. Sixty and sixty-five cents seemed to be almost universal charges. Three druggists, however, claimed to get 75 cents, and two are still sticking to the antediluvian schedule calling for 50 cents.

A store that does a big patent-medicine and toilet-article business, but which according to the manager's statement does not care for prescription trade, considers 40 or 45 cents a fair price.

A store manager who gets exceptionally good prices says that his ordinary charge for a four-ounce mixture is usually about 60 or 65 cents. His contention is that customers sometimes kick at a 75-cent price, and in order to even up he gets 50 cents for all two- and three-ounce mixtures, and even the same price for one-ounce prescriptions when the dose is small.

A druggist on the outskirts of the city sells four-ounce mixtures for 35 and 40 cents. He declares that these prices are the best he can get. That he is afraid of his shadow is evidenced by the fact that his nearest competitor is charging 60 cents and is getting the cream of the trade at that.

Six-ounce mixtures bring prices ranging from 75 to 90 cents.

For eight-ounce packages customers pay anywhere from 85 cents to $1.25, with the majority getting off at one dollar. One druggist says he asks 95 cents because that sum doesn't strike the customer as being anywhere near so high as a dollar does.

Customers who have 16-ounce prescriptions are likely to be charged anything from $1.25 to $2.00.

Powders in dozen lots were quoted to me at from 25 to 60 cents. Forty and forty-five cents seems to be the average. The 25-cent man was the same one who sells 4 fluidounces of a liquid for 35 or 40 cents. "Can't get any more" was his excuse.

Capsule prices run about the same as for powders with the exception of one store where 75 cents was the charge. Fifty cents a dozen seemed to be a popular charge.

The minimum charge for one-ounce ointments is about 40 cents. Quite a few druggists get 50 cents, while two of them think 35 cents is enough.

To get an idea of the price a customer would have to pay for the same prescription in different stores I asked each druggist for his price on one fluidounce of a saturated solution of potassium iodide.

And what a conglomeration of prices I found! Here they are: 50 cents, 60 cents, 65 cents, 75 cents, 85 cents, 90 cents, $1.00, and, to top them all, a price of $1.25! The cost of the iodide at the time of inquiry ran from $4.50 to $5.00 a pound, or about 30 cents an avoirdupois ounce.

One of the fifty-cent men said he was satisfied with the profit that price gave him. Another said that a KI customer was usually good for a number of encores and that he was willing to take small profits repeated over a period of months. A third said he would make a charge of fifty cents when he felt that the customer was having heavy bills for medicines and only a limited income with which to pay them.

The $1.25 man said his customers expected the best of drugs, artistically-prepared packages, special messenger service, and all the time they wanted in which to settle. Under such conditions he didn't consider that he was mulcting any one.

In general the average price was in the neighborhood of 60 or 65 cents. A few got 75 cents or more. But great as were the variations in price, these were simply on a par with the various methods used in preparing the saturated solution itself.

To make it I found that different druggists

were using anywhere from 360 to 480 grains of potassium iodide. Some used 6 drachms, some 7 drachms, some 7½ drachms, some one avoirdupois ounce, and some an apothecaries' ounce. In certain cases the iodide was dissolved in a graduate, water enough being added to make a volume of one fluidounce. In other instances the iodide was dumped into a so-called one-ounce prescription bottle and enough water poured in to fill the bottle.

A solution of which one minim will represent one grain of salt can be prepared by adding five fluidrachms of water to an apothecaries' ounce of potassium iodide, but a solution of that strength was used in only a few instances.

Whether or not prescriptions are shopped to any great extent appears to be a mooted question. Some of the druggists say that the practice is an uncommon one, while others assert that their prices are quite often cut by competitors. In general, however, the stores doing the largest business make their prices and stick to them regardless of the other fellow.

Most of the druggists aver that they respect the N. A. R. D. cost mark when it appears on a prescription, although I found one manager who said that in his store the cost mark was looked at and that was about all. If the price was the same as his established charge for the mixture, well and good; if not, it was disregarded. He declared, however, that he did not use the cost mark as an excuse to cut under and disorganize price conditions.

One interesting fact may be stated in conclusion. Mr. Nitardy, in his recent investigation, found that the average price obtained for 10,000 prescriptions was 50 cents. The largest druggist I called on told me that it had for years been the aim of his company to attain an average price of 60 cents. This means an increased net profit of 10 cents over the average figures discovered by Mr. Nitardy.

THE DISCUSSION.

In addition to the two foregoing papers, a third was presented by J. A. Stewart, who conducts a pharmacy in one of Detroit's most exclusive apartment houses.

Mr. Stewart arrives at his selling price by charging 100 per cent profit on ingredients and container, and then adding $2.00 an hour for time consumed in compounding. An estimate is made of the cost of every expense involved, including wrapping paper, string, delivery service, the possibility of non-payment, etc.

In figuring the cost of ingredients Mr. Stewart keeps fully informed as to constantly changing prices by subscribing to a daily market report. War prices are kept track of by this means and there is no danger of selling anything for a lower price than the prevailing cost in the open market. By this means, moreover, price-advances can be anticipated, resulting in a saving in the cost of supplies that are in daily use.

As an example of the prices obtained Mr. Stewart cited the case of a four-ounce mixture, the ingredients of which cost 20 cents. When all the estimated expenses were taken into account, and the desired profit added, the prescription brought a price of $1.00.

The discussion precipitated by the reading of the three papers was a lively one, joined in by many of the members present.

Charles F. Mann stated that he did not believe in following an inflexible rule for arriving at prescription prices. He said that intelligent customers, many of them, could read the prescriptions for themselves, and that if there was much deviation from the regular price of a dozen aspirin capsules, for example, trouble was sure to result.

Where the cost of a mixture was considerable it is his policy to cut down on the margin of profit, rather than charge a price which would appear unreasonable to the customer.

A further point against a high figure for a single mixture, pointed out by Mr. Mann, was that such a procedure caused customers to turn to homeopaths and dispensing physicians who furnish medicines at the time of visit, with no charge except for the office or house call.

F. W. R. Perry, general manager of a local chain of drug stores, disagreed with Mr. Mann and declared that a price rule could be followed, but that it would be unwise to use it when the prescription called for a bottle of a proprietary preparation of which the customer knew the price. Such a practice would lose the customer forever.

Wm. A. Hall asserted that when a prescription calls for high-cost ingredients he always so informs the customer in advance, thereby often preventing a business-losing argument and, at the same time, assuring the customer that he is not being overcharged.

Unless a store is filling 20 prescriptions a day, at an average price of 50 cents each, the business is not a paying one, was the rather startling statement made by George M. Schettler.

The monthly cost of conducting the prescription department in a small store is estimated by Mr. Schettler as follows: interest on a $2000 prescription stock, $10; rent, $15; registered pharmacist, $85; messenger, $30; breakage, etc., $16; and general overhead expenses, $15.

This makes a total expense of $171. Twenty prescriptions a day (600 a month), at 50 cents each, will bring in $300, leaving $129 from which the cost of ingredients and materials and the necessary profit are to be obtained.

From these figures it can be seen that a store which maintains a separate prescription department must hold up to the 20-prescriptions-a-day mark in order to much more than break even.

Several other interesting points were also brought out in the general discussion. The question of keeping in intimate touch with war-prices was solved by several druggists who hang over their compounding counters a list of fluctuating prices which is brought up to the minute daily.

One of the best methods suggested for insuring adequate profits was the establishment of a minimum price. It seemed to be the quite universal opinion that no prescription, no matter how simple, should be dispensed for less than 40 or 50 cents. Fifty cents, preferably.

Customers do not object to paying half a dollar for a mixture, and if this is established as a minimum, the druggist can afford to take a smaller profit in cases where the ingredients are of particularly high cost.

THE COMMERCIAL COURSE.

"You druggists will always have such trouble until you start that commercial course."

This remark came from one of Toronto's bright salesmen in response to an account of trouble with managers over business records and accounting. The specific instance was due to ignorance of one of the simplest laws of successful merchandising, particularly exasperating because of its evidence of plain carelessness.

Teaching in pharmacy is a laggard in the race, following in the beaten path first blazed by the pioneers. It is extremely questionable if there could be found any other institutions of learning in Canada that have manifested less progress and advance, expended less effort to keep abreast of the times and to meet the requirements of changed conditions than have the schools of pharmacy.

Be it understood this charge is not directed against the teaching staffs of the different schools. These men, we believe, are honestly and industriously doing the work appointed, carrying out instructions and making good within the limited sphere presented. It is the controlling bodies, the councils of the associations and the committees on education, who are the delinquents and laggards.

Take as an example the committee on education of the council of the Ontario College of Pharmacy. Not a solitary reference in any of its reports, during the recent council meeting, to an effort to meet urgent requirements of proper business training for students. True, the chairman in presenting one report remarked that he had discussed the situation with one of the Toronto representatives, a member of another committee, and that probably something might be done. This appears to be the finale of a half-hearted effort made a year ago, to establish a course of business training in the school.

So far as we are informed, the other schools of the Dominion are no farther advanced on this subject, and it appears that one of the most necessary requirements in the equipment of our students is being neglected. Graduates are going from our schools with a fairly efficient and practical pharmaceutical education, but lamentably ignorant of the elementary principles for converting this professional equipment into a dividend-paying asset.

Pharmacy students require commercial training, and require it urgently, to maintain pharmacy in its true position as the most attractive and most desirable of all retail commercial enterprises. If this urgent requirement is not recognized by the bodies responsible for the training of students, then the men constituting these bodies should be replaced by others with more modern ideas, who are cognizant of the needs of the times. Pharmacy calls for up-to-date men and methods.—*Canadian Pharmaceutical Journal.*

The New Pharmacopoeia.

By WILBUR L. SCOVILLE.

The ninth revision of the U. S. P., on which the Committee of Fifty has been working ever since 1910, is about ready for publication and distribution. As soon as it makes its appearance, Professor Scoville will begin contributing to the BULLETIN a series of articles setting forth and interpreting the chief features of the volume. In his article this month Professor Scoville touches on some of the problems faced by the revisers, explains why the new book has been delayed, and discusses two of the marked changes that will be found in the ninth revision.

When the United States Pharmacopœial Convention of May, 1910, voted to have a Revision Committee of fifty members instead of the twenty-five which have sufficed for previous revisions, it sought to hasten the work of revision and to secure an earlier advent of the new Pharmacopœia. But the first trial of the new plan has not worked brilliantly, for the ninth revision has occupied more time than any previous revision rather than less.

THE REASONS FOR DELAY.

Whether this should be charged to the plan and the enlarged committee, or to special conditions and unusually knotty questions which have confronted this revision, it is too early to determine.

The plan of having a small "executive committee" inside the revision committee, which was to bear the greater burden of revision, and being smaller could act more quickly, does not seem to have helped as much as was hoped. Each member of this executive committee was chained to his own subcommittee, and final reports and decisions in the end depended upon the energies of the revision committee as a whole, rather than upon the executive committee.

Moreover, the more important questions, which are time-consuming and provocative of long discussions, went to the full committee, as before, and this revision has had more than the usual number of such.

The ninth revised Pharmacopœia is the first to be issued since the Pure Food and Drugs Act went into effect, and it is destined to meet a more stringent criticism than any of its predecessors because of its direct responsibility to the law and the newly-educated demand for correct and reliable standards. This fact was appreciated by the committee, and it had its effect in promoting caution in conclusions, and in careful consideration of all questions.

While it would be difficult to point out direct delays that could be charged to this intensified responsibility, yet it is fair to assume that opinions would be expressed more slowly, and decisions made more cautiously, because of it. And the increased accuracy of the book through such caution is one of the factors in delaying the work.

Then two important questions came up in the last stages of the work which called forth prolonged arguments and consumed much time. Had these questions been discussed earlier there would have been less delay, because laboratory investigations would have progressed just as fast while the discussion was going on. But after the most of the technical questions had been decided these two academic questions held up the manuscript until they could be settled.

"MIL" VS. CC.

The first of these was the question of cubic centimeters versus milliliters, and the second was the standards for whisky and brandy.

Several conditions combined to bring the milliliter question before the committee.

The British Pharmaceutical Conference, the Committee on Standards of the British Board of Trade, and the Pharmacopœial Committee of Great Britain all adopted the term milliliter in place of cubic centimeter ten years ago. Since then it has become familiar in English pharmaceutical journals, and the British Pharmacopœia of 1914 uses it exclusively.

Then the U. S. Bureau of Standards adopted it, and abolished the old term cubic centimeters—all with the approval of the International Committee on Weights and Measures. Thus the term was in use before the question came up in our Pharmacopœial Committee, and it was not therefore a question of adopting an entirely new term.

So far as the Bureau of Standards was concerned, it was mainly a question of accuracy. Terms with that body must have an absolutely definite meaning, and in recent years the term cubic centimeter has come to have a variable meaning. Originally it was the thousandth

part of the volume of a kilogram of water at 4° C., but modern methods have made it a thousandth part of the volume of a kilogram of water at 15° C. or 22° C., or some other temperature.

These differences in method cause slight differences in the liter and consequently in its subdivisions. The international standard liter is now recognized throughout the world, and this contains 1000.027 cubic centimeters, an odd number which is neither a logical subdivision nor a convenient figure for accurate calculations. Hence it was necessary for the Bureau of Standards to adopt a term which represents accurately the thousandth part of a standard liter, and this term is "milliliter."

Now so far as pharmacists are concerned, this slight difference between a cubic centimeter and a milliliter is of no consequence. It amounts to less than half a drop of water in a quart, and no pharmacist can measure as closely as that.

But the question is not fundamentally one of accuracy in measurement, so far as pharmacists are concerned, but one of terms.

"MIL" IN WIDE USE.

The word milliliter has come into use, both in England and in America. The Pharmacopœial Committee could not stop its use, so it wisely joined in the movement to render the old term (cubic centimeter) obsolete in usage as well as in standards. For practical purposes in pharmacy it is simply a question of name. Little Miss Cubic Centimeter has grown up, and like most young ladies can now best perform her functions in life by changing her name, so she becomes (Mrs.?) Milliliter.

Of course at first we shall forget, just as we do with our young lady friends, and we will use the old name absent-mindedly until the new one becomes habitual. But we have only to think of the cubic-centimeter by the new name milliliter, and there will be no confusion at all. The new Pharmacopœia uses it exclusively, and abbreviates it as "mil," and the National Formulary will do likewise.

This abbreviation, by the way, was the cause of another delay. It was first adopted without question, but after the entire Pharmacopœia had been set in type the claim was made that the word "mil" is in use as a term of linear measure, and the Pharmacopœia could not use it except with a period to designate that it was an abbreviation and not a word.

Since the text had been printed without a period after this term, any change at this time meant corrections on nearly every page of proof. So again discussions helped to pass the time and this little question of a . made another delay of six weeks or so. Fortunately it was decided that the period was not needed, and the delay was not extended to the printer.

This illustrates how minutely the text of the Pharmacopœia is criticized, and the care which is required to secure an accurate and acceptable book.

WHISKY AND BRANDY.

The other question, standards for whisky and brandy, at first offered no difficulties. The subcommittee on scope, the executive committee, and then the whole Revision Committee voted in succession to include these articles in the new Pharmacopœia. But when the text for them was submitted it was quickly shown that there was another element in the situation. The real question at issue was whether the Pharmacopœia should recognize only "straight" whisky as standard, or should so place its tests that "blended whiskies" should be recognized. Arguments were strong for both sides, and as they progressed it appeared that the standards were, after all, more questions of flavor than anything else, and the need of standardizing people's taste seemed less and less desirable. So when at last a motion was made to settle the question by deleting these articles, it was quickly so voted.

The rumors that became current soon after that the anti-liquor interests were responsible for the deletions had no foundation in fact. It was purely a question of standards, and when it is realized that standards on liquors are essentially questions of personal taste the difficulties of such standards for a universal work like the Pharmacopœia are at once apparent, while the wisdom of attempting such standardization becomes more questionable. So commercial brands of these liquors will have an unrestricted field in their appeals to taste for medicinal as well as beverage use, so far as the Pharmacopœia is concerned.

The argument that the recognition of these liquors by the Pharmacopœia is necessary to their standing as medicinal agents did not have much weight with the committee, for many other medicinal articles do not appear in the Pharmacopœia, which are in frequent use by physicians and the public for purely medicinal

purposes. And it is doubtful if the omission will make any difference in the legal status of these articles as medicinal agents in any case.

ELIXIR I. Q. & S. DELETED.

Following these questions were some others of less importance which demanded late decisions. The methods of biological assay, newly introduced into the Pharmacopœia, proved difficult, and were not decided until after everything else was in print. And meantime that ever-recurrent problem, elixir of phosphates of iron, quinine and strychnine, bounded cheerfully into the ring and made further excuses for delay. This, too, had been considered as settled for another revision, but the adopted formula had already proved objectionable in some respects, so it took advantage of the lull to demand its share of attention, in new arguments for improvements.

This preparation has undoubtedly received more attention, both from the revision committees and from experimentally-inclined pharmacists, than any other during the past thirty years, and may well be regarded as the *bête noire* of pharmaceuticals. It has now made its farewell to the Pharmacopœia, and is no longer an official preparation.

SLOW WORK AT BEST.

But questions of this kind when brought up at the last minute are not allowed to delay the publication very long, and may not be responsible for any of the protraction of publication in this case. They illustrate, however, the difficulties of the chairman's job, and the conditions which cause delays in the work.

The rules of the committee are similar to those of any working body. They permit of motions with but few restrictions, and a motion must go through the formality of debate and vote, in this case by mail and over millions of square miles of territory. So the chairman heaves a great sigh of relief when the moment arrives that cuts off all further motions for changes.

Regarding some of the changes that have been made, we shall have more to say later.

SHOULD A COLLEGE COURSE PRECEDE A BOARD EXAMINATION?

By J. H. BEAL*

Of late years the proposition to require graduation from a reputable college of pharmacy before admitting candidates to examination for the license of registered pharmacist, or what has come to be known as the "graduation prerequisite," has become a question of importance. Several States already have such a requirement in the law, and several others have practically the same requirement by virtue of a rule of the State Board of Pharmacy.

Naturally such an advance over the requirements once thought necessary has provoked controversy.

One objection offered to making college graduation a requirement for registration is that it would tend to reduce the Board of Pharmacy to a subordinate position and make it subservient to the colleges, which is an entirely unwarranted conclusion. Its effect would be exactly the opposite, because the Board would have power to name the requirements of the colleges whose graduates it would admit to its examinations, and the colleges would thus be brought under the direct and permanent control of the Board of Pharmacy.

LIMITING THE BOARD.

Another objection which has been urged is that it should make no difference to the Board of Pharmacy how or where the candidate obtains his qualifications, provided he has them, and this is an objection the force and cogency of which cannot be denied. The fact remains, however, that there is no place and no method for a complete and systematic training in the theory and art of pharmacy equal to that provided in a properly equipped and properly conducted college or school of pharmacy.

But cannot the Board by its examination ascertain whether the candidate has had the requisite systematic training? No, it cannot. Examinations have a useful and necessary place in the educational system, but they have their limitations. Mental growth or education, like physical growth, requires regularly sup-

*Extract from an address delivered to the North Carolina Pharmaceutical Association.

plied pabulum and proper exercise. The examination of a human stomach might determine what the subject had for his last meal, but it would not show that he had received the continued nourishment and exercise necessary to the production of a well-developed and properly trained human body.

The Board examination may determine what the candidate has in his memory at the time of the examination, but it cannot, except to a very limited extent, ascertain whether this information was gained in such a regular and systematic manner as to render it probable that it has become a part of his permanent mental equipment or whether it is a medley of miscellaneous information gathered haphazard, and retained by a feat of memory.

Experienced educators recognize the fact that even the final college examination is not a sufficient test to prove that the candidate for graduation has gained the proper benefit from his college work, and therefore the student is tested from day to day and from week to week, and unless his daily and monthly record has reached the required standard, the result of his final examination will not secure him the coveted diploma.

TWO KINDS OF TRAINING NECESSARY.

My thesis is that two kinds of training are necessary for such a complete and well rounded education of the future pharmacist as will make him a safe guardian of the public health, and a creditable representative of his profession, namely, a sufficient period of actual experience in the drug store and the systematic training of a reliable college or school of pharmacy. This statement is made with full recognition of the fact that there have been many pharmacists who have been conspicuously successful without the benefit of college training, and also that there have been college graduates who have been conspicuous failures. The college cannot supply deficiencies in mind and character: it can only cultivate and train the qualities which are provided by the candidate. But the future pharmacist who misses this training will have missed something that would have added completeness and finish to his career, no matter how successful he may otherwise become.

Another argument offered in opposition to the graduation prerequisite is that it would act as a deterrent to many who will prefer to take up some other occupation or line of business, on the ground that the rewards of pharmacy are at present not sufficient to justify the time and expense necessary to secure a college education.

This may be true, but if so, I do not see why the contingency should worry the present race of pharmacists. If no new drug stores should be started within the next quarter of a century, the existing ones would very likely be able to supply all the probable demands for drugs and medicines, and then perhaps the rewards of pharmacy would be sufficient to justify a college education.

WHERE IT APPLIES.

It should be kept in mind that the graduation prerequisite would not apply to those already qualified to practice pharmacy, but only to future candidates, and also that it would not apply either in the present or in the future to clerks or assistants, but only to those who desired to become managers. Under a prerequisite law, the non-graduate would have every opportunity to perform the functions of a pharmacist that he has now, except to become the responsible head or manager of a drug store.

The law would also necessarily have to allow a reasonable length of time before the graduation requirement went into effect, to permit the full registration of the non-graduates who were previously acting as clerks or assistants. In other words, the law would in any case apply only to those who in the future should desire to enter pharmacy, and not to those already within its ranks, whether proprietors or clerks.

I believe that all who have given the question proper consideration concede that the college education of the pharmacist is highly desirable, and many are inclined to concede that the requirement may be a necessity of the future, but doubt the expediency of its adoption at the present time.

This is a matter which each State must settle for itself, and it would be better to proceed too slowly than too fast, or at least to proceed no more rapidly than is justified by the progress of sentiment among the pharmacists of the State; but it should be kept in mind that to admit that college training is *desirable* for the preparation of the future pharmacist is in effect an admission that it is to that extent a necessity.

WHAT OUR LIQUOR POLICY IS

By JAS. WILTON

From the standpoint of the druggist who is after the coin, I have proved to my own satisfaction that it is best to let the liquor trade severely alone.

The backbone of any business is the custom of those who have confidence in the store, and whose trade is permanent. The drunkard and the habitual drinker cannot be included in this category. Neither can the "sport," for although he may spend much money one day, he may be as flat as a pancake the next.

Permanent customers are secured mostly from non-drinking working, professional, or business men; or, in the country districts, from the better class of farmers, orchardists, etc. They are people whose incomes, while perhaps not increasing materially, are not likely to decrease to any great extent. On the other hand, the incomes of the drinking man and of the sport are almost sure to decrease, and to decrease, as a rule, markedly and rapidly.

Speaking generally again, the best class of people, those whose patronage is really worth while, are opposed to the sale and use of liquor. They are very much inclined to take their trade elsewhere, if they think you are selling a bit more of the stuff than is absolutely necessary.

If ordinary conditions as well as the laws of the land make it imperative that we must occasionally offend some of our customers, then good business demands that it shall be the ones whose trade is least wanted.

LIQUOR ADDS NOTHING.

One of a store's best assets, if not its very best, is its good name. Liquor never yet added anything to the good name of any man, or to the good name of any business. To illustrate this, let us suppose the following instance which would be by no means exceptional, but is something likely to happen any day in any drug store where liquor is handled.

Smith, a prominent man of the town, a great temperance worker, and one of your best customers, is in the store and is being waited upon by a clerk. Jackson comes in with a prescription for sixteen ounces of whisky. You take the prescription to the back shop, fill it, file it, and hand the bottle over to Jackson.

Jackson, in a loud voice, asks whether it is whisky or brandy!

At this Smith pricks up his ears, and begins to get suspicious. He knows Jackson is a drinking man and probably wants the liquor to drink.

In about two hours Jackson comes back. He has evidently absorbed a share of the whisky and is in a pretty bad condition.

Jones, a friend of Smith's, and also one of your best customers, is in the store. Jackson passes over the empty bottle and asks to have it refilled.

SMITH AND JONES MOVE ON.

If you refuse to fill it again, trouble begins right away, for Jackson is full of words when full of booze, and also very quick-tempered. The fact will be presented forcibly to Jones that Jackson is drunk, and that you supplied the liquor that brought about such a condition.

You can avoid this scene, perhaps, by quietly taking the bottle and refilling it, trusting to luck that if Jones sees it, he will think that the bottle contains only witch-hazel and arnica for a sprained knee.

Jones, however, isn't fooled; and a little later he and Smith get together and compare notes.

As a result both Smith and Jones, and probably a number of their friends, take their trade to a drug store that does not handle liquor; to what they designate a *decent* drug store.

Then, too, suppose another case. Along comes a personal friend who wants a little nip and doesn't care to go to the trouble and expense of getting a prescription. If you refuse him, he gets sore and goes elsewhere. If you comply with his request the first thing you know he is continually bothering you.

HALED INTO COURT.

Weighing one contingency against another, you decide to accommodate your friend, let us say; and then a little later perhaps he tells another friend about it, and the latter expects

the same courtesy; or possibly they come in together. The first thing you know, you find yourself running a regular bar-room.

Then, some day, an enemy of yours sees a chance to make a killing. He secures information, you are haled into court, pay a fine, and there is a nice little scandal.

A fitting climax, and you lose much more than you have made by the transaction!

Taking all these things into consideration (most of which, by the way, have been learned by actual experience) we decided to cut the liquor out of our store altogether. And we have never been sorry that we did it.

BRITISH PHARMACY IN WAR TIME

Berkhamsted, England

By ERNEST C. CRIPPS

The ordered tramp of marching feet, the rollicking chorus of some popular song, and a company of "Kitchener's Army" swings by the pharmacy. The men are sun-scorched and tanned by the weather, and their bodies move in perfect unison.

Some twelve months before these men came from the coal pits of Durham and Northumberland and were billeted upon the homes of the people. Then they were black and grimy, not over clean or particular about the state of their linen, and they had the stooping gait of those who work in confined spaces.

Now all is changed—the rough-tongued, kindly-hearted sergeants have drilled them into soldiers, with all the English "Tommy's" distaste for dirt and untidiness. Doubtless, when in a few weeks' time they go to Flanders or the Dardanelles, they will give as good an account of themselves as do the best trained "regulars."

DISPENSING FOR SOLDIERS.

But here is another picture, from the inside of the pharmacy this time:

A raw November morning. Just a little way down the street a long line of listless men are waiting to see the doctor. "Sick parade" is in full swing, and as each man comes out of the inspection room, he carries with him a small paper, which bears a prescription. Soon the pharmacy is besieged by a coughing, sneezing body of soldiers.

The men are shown into the waiting-room, the gas fire is lit, and they are made as comfortable as circumstances will allow.

Their complaints are many, and are told in a rich North Country dialect, somewhat confusing to a "Southron." Here is a man half-crippled with rheumatism, who for a fortnight has been sleeping in a barn, after getting wet through every day. Here is another with feet sore from the unaccustomed marching. Many have bad coughs and colds through exposure. A few have stomach troubles due to bad cooking or to a quality of food to which they are not accustomed. Some have painful arms caused by vaccination. They all seem to be pretty miserable, and hang around the fire, obviously enjoying the warmth.

Their prescriptions are rapidly dispensed. "Mist. Expect." is the popular brew. Iodine for the feet and salicylate of soda for the rheumatism, and the company disperses, leaving the pharmacy to its accustomed appearance. Every morning the scene is reënacted, and on several occasions as many as eighty "scripts" are filled.

When it is remembered that the National Health Insurance dispensing was in full swing at the same time, besides the ordinary work of a by no means slow business, it will be realized that those in charge had their work cut out for them.

And here is a third picture:

It is evening, and the patients from the doctor's consulting-room up the street are just entering the pharmacy. Those bearing the green insurance scripts are quite familiar, and are handled with ease and confidence.

A woman enters clasping in her hand a fawn-colored book, containing some dozen blank "script" forms and counterfoils. It signifies that the owner is a dependent of a soldier or sailor in active service, and as such is entitled to free medical advice and free service from the druggist.

The latter is paid only the bare out-of-pocket expenses for his drugs. He receives, on an average, about two pence—four cents in American money. Unlike the Health Insurance dispensing, children and all dependents come under this scheme.

HELPING BELGIAN SUFFERERS.

But another person has entered the pharmacy—an old man with bare head, and who cannot speak English. He is a Belgian refugee, holding in his hand a magic piece of paper given him by the doctor. He hopes the "pharmacien" will give him what is upon it. This service is absolutely free to these unfortunate people, and most chemists throughout England are giving their time and drugs to help.

By such means the pharmacist "does his bit."

The war has made it very difficult to get porters, or young fellows from 16 to 21, and there is a veritable famine in errand boys.

These latter, when obtainable, are demanding wages double those ruling in normal times, so that druggists are depending upon girls to take out their medicines, and do odd jobs. I have been fortunate in securing the services of a young Belgian, whose English is rapidly improving.

Assistants, or clerks, are also very difficult to find, as so many have either obtained officers' commissions, or are serving in the R. A. M. C. or the regular fighting units. Here again women have been found very useful, and many girls are starting to make pharmacy their calling in life.

The same shortage is playing havoc in other directions. The railway companies cannot deliver goods so quickly, owing to the number of their employees serving with the forces.

The wholesale drug and sundry houses, who used to despatch goods the day the order was received, now require a fortnight or three weeks in certain cases.

All these factors tend to disturb business, making it very difficult to carry it on smoothly and free from friction.

SUPPLIES DIFFICULT TO OBTAIN.

Then of course there is a shortage, if not an actual famine, of many articles and lines usually stocked by the pharmacist. Willow boxes for ointments, etc., are unobtainable. Cardboard containers, British made, are slowly taking their place. Small bottles are difficult to obtain. Tins to hold tooth-powders, health salines, foot-powders, etc., cannot be secured except in small quantities.

German Eau de Cologne is, of course, out of the market, but the pharmacist is doing very well with British-made lines. Such drugs as aspirin, phenacetine, antipyrin, etc., are very expensive. Salicylate of soda has reached a sovereign (5 dollars) a pound! The familiar soothing teat, or "dummy," can only be obtained in the old-fashioned black variety. Vacuum flasks from America are now to be had, but for the first few months of the war a cheap flask could not be bought. All drugs and chemicals used in pharmacy are on the up-grade as regards cost, and all mixtures and preparations dispensed by the pharmacist have risen accordingly.

Add to all this the new duties on patent medicines, whereby the customer pays three pence (6 cents), instead of three half-pence, on an article sold at one shilling (25 cents), and one can readily understand some of the difficulties of war-time pharmacy.

One of the most notable aspects of the war has been the change in the social habits of the people, and the pharmacist has, of course, shared in this. I allude to the billeting of troops upon the houses of all the inhabitants of a town or village.

HOMES GIVEN OVER TO TROOPS.

A week or so before the advent of a body of men for training purposes, the police visit every private house, and ascertain how many beds are available. The information is chalked up on the outside of the house, or shop, if the home is there. A week elapses, and a body of soldiers is seen approaching. The soldiers are halted at intervals, and officers detail off to each billet the number of men, as shown by the police marks. The householder may get decent fellows, he may get the very scum of the gutters, he may get working men, or professional men, or, as has sometimes happened, the sons of aristocrats, and even peers of the realm. He has to take his chance.

When "Kitchener's Army" first came to this town, the druggists were besieged by anxious customers wishing to know the best methods of ridding their beds of unwelcome and undesired "live stock."

Insect powder and disinfectants were in great demand!

One has now got used to the tramp of "service" boots down one's stairs in the early

morning, or the banging of doors in the middle of the night as the tired warriors return from "night operations," but at first the collar chafed somewhat.

Speaking generally, however, these recruits are good fellows, and when one remembers how cheerfully they have come forward, sacrificing home comforts and good positions, to do their duty for their country in her hours of need, any little inconvenience on the part of those giving them beds and accommodation is cheerfully borne.

A WINDOW DISPLAY OF EMPTY CAMERA SPOOLS

By ROBERT E. WOOD

Last April I arranged a guessing contest in which we gave away two cameras and a box of chocolates.

For more than two years we have been doing developing and printing for amateurs, and we have made it a practice for some time to save the empty film spools.

We placed these, together with a card announcing the contest, in the window, and back of the spools we displayed our line of cameras —with prices, of course.

Store
ALSO 1.00 IN PHOTO WORK
CAMERA FREE
ALSO 1.00 IN PHOTO WORK
These SPOOLS represent the number of Films we have developed since Sept 12
GUESS HOW MANY
3.00 CAMERA to the nearest guesser
2.00 CAMERA, 1 Lb Liggett's Chocolates
2nd and 3rd Prizes
ONE GUESS WITH EACH 50c WORTH OF GOODS PURCHASED

In our announcements we set forth the fact that each patron who bought 50 cents' worth of goods would be entitled to one guess at the number of spools in the window. The big card well in the background read, in part:

"Camera Free. These spools represent the number of films developed since September 12. Guess how many! A $3.00 camera to the nearest guesser. A $2.00 camera, a pound box Liggett's Chocolates, 2d and 3d prizes."

Inside the store, near the door, we placed a box on a table—one with a slot in the top; and on the side of this box was a card: "Place Guesses Here."

At the end of a month a local banker helped us count the spools and award the prizes. The window contained 4463 empty spools.

The scheme was a success, and we shall repeat it next year. It aroused a great deal of comment and interest, and we secured a number of new customers through it. It helped the developing business, too.

Those who got cameras bought supplies enough and brought us work enough to more than amply reimburse us.

BOARD QUESTIONS ANSWERED

A NEW YORK EXAMINATION.

(Continued from the November BULLETIN.)

8. State the emergency treatment for arsenical poisoning.

The stomach should be washed out, or vomiting should be encouraged by warm demulcent drinks. Then give freshly prepared ferric hydroxide with magnesium oxide. A dose of castor oil may then be given to carry off the insoluble arsenic, followed by hot baths and diuretics to favor elimination of the absorbed poison.

9. Define physiology.

The branch of biology that treats of the vital phenomena manifested by animals or plants; the science of organic functions.

10. Define organ.

Any part of an organism, plant, or animal performing some definite function.

11. What are the objects of respiration?

To supply the system with oxygen and eliminate carbon dioxide from it.

12. Explain how respiration affects the color of the blood.

Venous blood (charged with carbon dioxide) as it enters the lungs is of a dark, purplish-red color. In the lungs the carbon dioxide is eliminated, oxygen taking its place, and the blood assumes a bright-red appearance.

13. How do poisons enter the system?

Poisons may be introduced into the stomach through the mouth, they may be introduced directly into the circulation or into the subcutaneous tissue, they may be absorbed by the skin or mucous membrane, or they may be inhaled.

14. How is the official antidote for arsenic prepared?

Mix 40 Cc. of solution of ferric sulphate with 125 Cc. of water and place in a large well-stoppered bottle. Rub 10 grammes of magnesium oxide with cold water to a smooth paste, transfer to a bottle capable of holding about 1000 Cc. and fill it with water to about three-fourths of its capacity. When wanted to use, shake the magnesium oxide mixture to a homogeneous, thin magma, add it gradually to the diluted solution of ferric sulphate, and shake them together until a uniform, smooth mixture results.

15. What is the dose of ferric hydroxide with magnesium hydroxide when used as an antidote for arsenical poisoning?

Four fluidounces.

16. State the official dose of (*a*) arsenous iodide, (*b*) purified oxgall, (*c*) infusion of digitalis, (*d*) podophyllum, (*e*) syrup of tar.

(*a*) 1/10 grain, (*b*) 7½ grains, (*c*) 2 fluidrachms, (*d*) 7½ grains, (*e*) 1 fluidrachm.

17. State the official dose of (*a*) atropine, (*b*) iron and ammonium tartrate, (*c*) iodine, (*d*) potassium carbonate, (*e*) syrup of rubus.

(*a*) 1/160 grain, (*b*) 4 grains, (*c*) 1/10 grain, (*d*) 15 grains, (*e*) 1 fluidrachm.

18. State the official dose of (*a*) belladonna root, (*b*) iron and strychnine citrate, (*c*) krameria, (*d*) potassium and sodium tartrate, (*e*) syrup of senega.

(*a*) ¾ grain, (*b*) 2 grains, (*c*) 15 grains, (*d*) 120 grains, (*e*) 1 fluidrachm.

19. State the official dose of (*a*) bismuth citrate, (*b*) ferric pyrophosphate, (*c*) solution of arsenous acid, (*d*) potassium iodide, (*e*) tamarind.

(*a*) 2 grains, (*b*) 4 grains, (*c*) 3 minims, (*d*) 7½ grains, (*e*) 240 grains.

MATERIA MEDICA AND BOTANY.

1. Give the official definition of glycyrrhiza.

The dried rhizome and root of *Glycyrrhiza glabra* Linné (Spanish licorice), or of *Glycyrrhiza glandulifera* Waldstein and Kitaibel (Russian licorice) (Fam. *Leguminosæ*).

2. Name the official preparations of glycyrrhiza.

Extractum glycyrrhizæ, extractum glycyrrhizæ purum, fluidextractum glycyrrhizæ, fluidextractum rhamni purshianæ aromaticum, fluidextractum sarsaparillæ compositum, glycyrrhizinum ammoniatum, mistura glycyrrhizæ compositus (from extract), pulvis glycyrrhizæ compositus, pulvis morphinæ compositus, tinctura aloes, tinctura aloes et myrrhæ, trochisci glycyrrhizæ et opii (from extract).

3. Give the medicinal properties of glycyrrhiza.

It is an excellent demulcent, but it is used chiefly for the purpose of concealing the taste or of covering the acrimony of various drugs. The powder is used in the preparation of pills, either to give due consistence or to cover their surface and prevent them from cohering, and as a diluent in powdered extracts.

4. Give the official definition of hydrastis.

The dried rhizome and roots of *Hydrastis canadensis* Linné (Fam. *Ranunculaceæ*), yielding, when assayed by the process given by the U. S. P., not less than 2.5 per cent of hydrastine.

5. Name the official preparations of hydrastis.

Fluidextractum hydrastis, glyceritum hydrastis, tinctura hydrastis.

6. Give the medicinal properties of hydrastis.

As a local remedy hydrastis has a very decided effect upon the mucous membrane. It is used in chronic gastrointestinal catarrhs, especially those due to alcoholic excess. It has been recommended in dyspepsia and in the vomiting of pregnancy. It is much used as a local remedy in the treatment of otorrhea, nasal, vaginal, and other catarrhs. In the second stage of gonorrhea, as an addition to injection mixtures, it may be of great service. In chronic or subacute inflammation of the colon and rectum injections of hydrastis are often of great service, and it has been used in hemorrhoids with asserted excellent results.

7. Define the following botanic terms: (*a*) tesselated, (*b*) epigynous, (*c*) feather-veined. (*d*) caudate, (*e*) placenta.

(*a*) Having colors or parts arranged in checkered squares or oblong patches.

(*b*) When the torus forms a cup-shaped receptacle and the other parts of the flower arise on its margin above the ovary, the flower is called epigynous.

(*c*) Having the veins all proceeding from opposite sides of a midule.

(*d*) Having a tail-like appendage.

(*e*) The part of an ovary that supports the ovules.

8. Define proteolytic ferment.

An enzyme which acts upon proteids to bring about certain decompositions.

9. Name two official proteolytic ferments and state the required strength of each one.

Pepsin that is capable of digesting not less than 3000 times its own weight of freshly coagulated and disintegrated egg albumen. Pancreatin must be capable of converting not less than 25 times its own weight of starch into substances soluble in water.

10. Give (*a*) the official definition of moschus, (*b*) its solubility in alcohol and in water, (*c*) the per cent of ash not to be exceeded.

(*a*) The dried secretion from the preputial follicles of *Moschus moschiferus* Linné.

(*b*) About 10 to 12 per cent of musk is soluble in alcohol and from 50 to 75 per cent is soluble in water.

(*c*) Musk must not contain more than 8 per cent of ash.

11. Give the medicinal properties of musk.

Musk is an antispasmodic and diffusible stimulant. It also has more or less aphrodisiac action.

12. Give the official definition of cinchona rubra.

The dried bark of *Cinchona succirubra* Pavon (Fam. *Rubiaceæ*) or of its hybrids, yielding not less than 5 per cent of anhydrous cinchona alkaloids when assayed by the U. S. P. process given for these alkaloids under cinchona.

13. Name the official preparation of cinchona rubra.

Tinctura Cinchonæ Composita.

14. Give the habitat of cinchona rubra.

The cinchona tree is indigenous to South America, but it is cultivated in nearly all tropical countries.

15. Give (*a*) the official definition of colchicum semen, (*b*) its description.

(*a*) The seed of *Colchicum autumnale* Linné (Fam. *Liliaceæ*) yielding, when assayed, by the process given in the U. S. P., not less than 0.45 per cent of colchicine.

(*b*) Subglobular, about 2 mm. in diameter, very slightly pointed at the hilum; externally reddish-brown, finely pitted; internally whitish; tough and of almost bony hardness; nearly inodorous; taste bitter and usually somewhat acrid.

16. Give (*a*) the habitat, (*b*) the medicinal properties, (*c*) the official dose of colchici semen.

(*a*) Europe and North Africa.

(*b*) Cathartic, emetic, and diuretic.

(*c*) 3 grains.

17. Give the official definition of scammonium.

A gum-resin obtained by incising the living root of *Convolvulus Scammonia* Linné (Fam. *Convolvulaceæ*).

18. Give (*a*) the habitat, (*b*) the medicinal property, (*c*) the official dose of scammonium.

(*a*) Western Asia.

(*b*) Hydragogue cathartic.

(*c*) 4 grains.

(*To be continued.*)

SELECTIONS

GOOD SALESMANSHIP FROM A CONSUMER'S STANDPOINT.

I am not a salesman. But I am a buyer, and have probably purchased more things that I did not want than any man of my age. Hence, it may be interesting to salesmen to listen for a brief spell to a consumer's idea of what constitutes good salesmanship.

First of all, be good-natured. I here and now confess that nine-tenths of what induces me to buy is the ability of the seller to jolly me along. Cheerfulness and signs that you feel good, enjoy life, and are full of glee inside, are better than a letter of introduction from Mr. Rockefeller.

Have a thorough knowledge of your goods, also of the other fellow's goods. Learn how they are made and when, and who makes them. Respect your customer's desire to know and fill him up with information.

Don't argue. State facts. Don't arouse opposition in the buyer's mind. Agree with him, or dodge the issue. Lead him around to some subject where you are at home. I hate to have a seller try to prove to me I'm wrong. Perhaps I am; but I don't like to admit it.

Use plain language. If you are selling automobiles don't talk about carbureters and reciprocating dudads and compound thingumbobs. Go somewhere and learn the English for these things, and how to make them clear to a washerwoman. Never use a term when there is any doubt whether the customer understands it.

Tell the truth. If you are with a firm where you dare not tell the truth, leave it.

Be candid. Do not conceal things. The thing you have to sell has certain merits; it ought to sell on those. To sell a thing upon merits it does not have is poor policy.

Be dependable. Forgetting is almost as bad as lying. Create the impression that you will keep your word if it bankrupts you.

Remember names and faces. If you are not gifted in this respect, get a little book and every evening set down the names of the people you have met and some distinguishing characteristic of each of them. Write down any remarks your customer has made about his family. Study this.

Have a good appearance. There may be a few people left who like to see a dirty shirt and frayed cuffs, but they are growing scarcer every day.

The art of salesmanship begins in the mind. Think success, think confidence, think a thousand dollars. Why think fifty cents? These thoughts in your brain will ooze out of your face. You will radiate these qualities. The greatest factor in selling is personality. And personality is made by thoughts.

Avoid personal intimacies. Let me talk about myself, and look interested while I am expanding. But don't speak of yourself any more than you can help. Take an axe and chop the pronoun "I" out of your vocabulary. What do I care about your affairs? Jolly *me* along.

In fine, be as human as possible. You are not a catalogue nor a printed circular. You draw wages because you are supposed to be a human being. Be it! Don't be huffy, sensitive, impatient, dictatorial, indifferent, egotistic, or mechanical. Be a good fellow. Be the kind of man people like to have around.

When you attack a customer aim two inches below his collar bone. If you can make him like you it is far and away better than to try to prove anything to his mind. Very probably he hasn't much mind to speak of. But we all have hearts.—*New York Globe.*

WHAT A YOUNG MAN DID.

The recent death of Dr. Charles Martin Hall, inventor of the process which has given America the lead in the production of aluminum, reçalls the fact that his career is a fresh illustration that some men will make their way despite the apparent lack of opportunity.

It was an odd chance that sent Hall, while still a boy, to the old text-book of chemistry which his father had used in college. Nothing could be much more obsolete than an out-of-date book on chemistry, but he came upon a chapter on aluminum which fascinated him and shaped his life. It had been manufactured on a small scale as early as 1827 by Prof. Woehler of the University of Gottingen, but it was not till 1855 that it was produced to any considerable extent, at a cost of about $90 a pound.

Hall read with absorbed attention that it was the most abundant of metals, available in unlimited quantities if only a cheap way to pro-

duce it could be found. At college, with the limited means available, and in a little home laboratory, he worked assiduously to that end. In 1885 he began to experiment with electrolysis, and on February 10, 1886, he found in cryolite the agent he needed.

At 22 genius and good fortune had led him to a discovery which not only earned for him a vast fortune, but added immensely to the wealth of the world. He had succeeded where chemists of world renown, after laborious researches, had failed.

His priority was not admitted without a contest, but Hall had a strong case and was more fortunate than many inventors in being able to hold to his title during wearisome litigation. William Howard Taft, then a federal judge, passed on the case in 1888 and upheld the patent, saying: "Hall is a pioneer and is entitled to the advantage which that fact gives him in the patent laws."

When he began to manufacture in his factory near Pittsburgh, with a capacity of but 50 pounds a day, the cost was $2 a pound. Improved methods and manufacture on a great scale have brought the price of the metal down to 18 cents a pound, and while it still holds a place subordinate to the old familiar metals, its practical use is immense and is destined to grow steadily. In the building up of his great business Dr. Hall showed himself a good business man as well as an inventor, and naturally his energies were wholly absorbed in following up and developing his discovery.

It is possible that as an investigator he might have won greater fame if his good fortune had been less exceptional, for he had in a high degree the qualities of originality, patience, and clear thinking. Yet to hit upon one fruitful idea and exploit it to such good purpose is achievement enough for one man, and Hall will rank high among American inventors.—*The Spatula.*

GETTING STARTED.

If you contemplate buying an old store (and I favor this plan of starting), let me say right now that I would much rather pay a heavy bonus and buy a good-paying, well-located store than to buy the other kind, at an equally heavy discount. The former, under proper management, will yield a dividend from the beginning, while it is doubtful if the run-down, poorly located junk shop will ever pay. I would consider it expensive property even if it were a gift, and I am not without experience in the upbuilding of old stocks.

In opening a new store, there is always more or less chance connected with its prospects. Select a location in which the business is not already overdone, and where you may reasonably expect the patronage of at least 1500 people. If you can draw from 3000, then all the better; but be sure of your 1500.

A new store that has been put on a paying basis under twelve months is as rare as an ounce of radium. I don't care how good your location may be. I don't care how hard you may work. I don't care how much or how well you may advertise. The very foundation of your business, or any business, is built on time. You can't get away from it. I know. And all through this, your operating expenses are going right along.—W. S. Denton, in *Merck's Report.*

KNOW YOUR BUSINESS.

It is not enough for the retailer to merely "guess" that a given line of effort pays. He must know that it pays, and how much, else he may be losing money by not pushing some other line of effort.

Thousands of retailers to-day are failing to make the success they are capable of, just because they think this thing or that needs attention most, when, as a matter of fact, some other thing may be a hundred times more important.

Unless they know when their efforts are more effective they can't know which thing to do first, and they keep so busy doing the wrong things that they never have time to do the profitable things—to work out plans that mean more business and less expense. Scientific management, in the retail business and everywhere else, means knowing all the time exactly what each department produces, and it depends not upon ability half so much as upon analytical reports which enable the manager to do the right thing at the right time.—*San Francisco and Pacific Druggist.*

"Did the social reformer have any idea for improving present conditions?"

"Well, he took up a collection."—*Judge.*

LETTERS

HOW A LOCAL ORGANIZATION SAVES MONEY FOR ITS MEMBERS.

To the Editors:

In reply to your query, I may say that the Chicago Retail Druggists' Association has made arrangements with the publishers of the Chicago city directory to supply members of the association, and members only, with the directory at a price of $3.65, a basis of 1 cent a day. The regular price of the directory is $10, regardless of the number of copies purchased.

The present arrangement was brought about by the association advocating and advising its members not to buy a city directory at the price of $10, as it was felt that that sum was an extra tax which the druggist should not be asked to carry. By keeping up this agitation for a number of years, we practically drove the city directory from the drug stores, and the shoe finally commenced to pinch on the other foot. The directory publishers found that advertisers would not renew unless proper distribution of the directory was secured among the druggists of the city.

The new arrangement went into effect a year ago and 525 directories were ordered for the first year. The 1915 directory is now being delivered, and 735 druggists have availed themselves of this special benefit secured for them by the association.

Another association activity that brings results, and which is one of the strongest features of our organization, is the legal service rendered to members. We furnish legal service to any member in good standing for the amount of dues he pays the association, namely $12 a year. We protect any member in the courts, where the action brought would affect other members—that is to say, when the action from its nature has a bearing on the general drug trade. We do not protect members in private cases where action does not affect the general drug business. We have paid as much as $500 in cases defending our members.

The effect of this legal protection is to give our members an assurance that if they should be unfortunate enough to be cited into court, they will have somebody to call upon and may be sure that their interests will be well taken care of.

Still another feature of our association's activity is that I act as an insurance broker, thereby saving members 15 per cent on their indemnity insurance. ISAM M. LIGHT,

Secretary Chicago Retail Druggists' Association.

Chicago, Ill.

CLOCKS A PAYING SIDE-LINE.

To the Editors:

Last November while looking through a sundries catalogue with the hope of finding something to add to our holiday-goods stock that would be different from the old stuff, I came across alarm clocks. Against the advice of the boss I bought fifteen. The retail prices ranged from one dollar for a plain timekeeper to $3.75 for a musical novelty clock.

A few days later the clocks came, and I marked them to show about 100 per cent profit, while the boss murmured that we'd never sell them all in a year. I made a show-case-top display of them with the musical one wound up and set going at frequent intervals. I also used a few slides at the local movie show. Some of the clocks were placed in the window.

We sold two the very first evening, and in ten days I had to duplicate my initial order.

Clocks retailing at $2.00, $2.25, and $2.50 are our best sellers. Very seldom do we have to sell a dollar one after showing the better grades. Wound-up clocks are kept on the show-case, as the constant ticking attracts attention that often leads to sales.

Since November, 1914, we have retailed over fifty alarm clocks. Not many for a big city, perhaps, but every little helps out here in the country.

Like many towns of this size there is no large jewelry store here, and for that reason we have found alarm clocks and cheap watches to be a good paying side-line.

Jewelry stores, even when in the same town, are generally closed in the evening at the time when people are most likely to think most about needing an alarm to call them out next morning. We are open at night; consequently we get the business. Eight alarm clocks in one evening is our record.

We are now making up an order for a line of mantel clocks to retail from $3 up. Our alarm clock stock has induced calls for goods of better quality. TRACY BOAL.

Buda, Illinois.

WAR COSTS AND PRESCRIPTION PRICES.

To the Editors:

On page 445 of the October BULLETIN there was printed a prescription which the druggist who submitted it filled for $4.00. Both the doctor and patient considered that figure too high.

Based on prices prevailing October 1 the prescription would cost $3.45 for the ingredients alone. Here is the way it figures out:

Stypticin	120 grains @	$6.50 per ounce =	$1.80
Ergotin	60 grains @	1.02 per ounce =	.15
Suprarenal extract	60 grains @	2.00 per ounce =	.30
Hydrastine hydrochloride	15 grains @	.08 per grain =	1.20
Total			$3.45

Adding 50 per cent to the cost of material gives us $5.20 ($3.45+$1.75). Compounding is surely worth 10 per cent. Figured in this way the prescription should bring $5.75 at least.

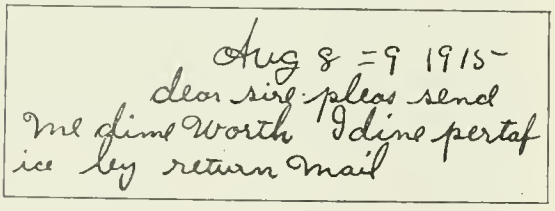
In my opinion we should base the cost price of a prescription on the prevailing market price of the ingredients, and not on the price at which we may have bought them some time before. EMIL REYER.

South Bend, Ind.

RATHER CLEVER SPELLING.

To the Editors:

We thought your readers might possibly like to know how the darkies in this neck of the


Aug 8 - 9 1915
dear sir pleas send
me dime worth 9 dine pertaf
ice by return mail

woods spell iodide of potassium. Rather ingenious, we think.

HANFORD & SHAW DRUG CO.

Leesburg, Fla.

INTRODUCING A COUGH SYRUP.

To the Editors:

Here's a description of a window display that has established the name of our cough syrup firmly in the minds of the people we started out to reach:

First, our window was filled with an attractive display of White Pine Cough Syrup, made for us by Parke, Davis & Co.

Then, from a neatly-lettered sidewalk bulletin board, we announced that a copy of popular sheet music would be given free of charge to every boy and girl bringing in to us the name of the cough syrup written out on a sheet of paper and signed with the name of the child. The sheet music cost us nothing, as it was furnished us by an advertiser whose goods we carry.

To further impress the name of the cough syrup upon each child we requested him to take the slip of paper home for future reference.

In this way we have started a good demand for the preparation and are confident that the results of the display will be felt for a considerable time to come. H. S. SANDERS,

Harlan, Ky. Cawood Drug Store.

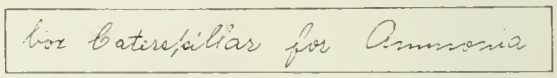
IT'S GOT THEM GUESSING.

To the Editors:

In the October BULLETIN I notice that a subscriber interprets the illiterate order reproduced herewith as "cataplasma kaolini," provided the customer was a foreigner.

I cannot see that interpretation. There is a different way in which to look at it.

My conclusion is that the order was intended


box Caterpillar for Ammonia

to call for a "box Carter's Pills for anemia." Many of the laity mispronounce "anemia" as "ammonia"—I have heard them do it.

I do not think that the customer was a foreigner. The writing is too good for that. It was penned, evidently, by an American who writes as he talks. JOHN PAMFILIE.

Alliance, Ohio.

NOT A PHARMACOPOEIAL PREPARATION.

To the Editors:

Not long ago a young girl came into the store clutching in her hand a note which read as follows:

Please give this girl a bottle of medicine to change people's mind. A doctor told us about it and said if you didn't have it to get it for us.

And yet some druggists claim that a pharmacist's life is a humdrum existence!

Renton, Washington. R. M. WALKER.

CAPSULES OF SCIENCE

Prepared by WILBUR L. SCOVILLE.

Permeable Paragraphs.—

The blue coloring matter in some essential oils is said to be a hydrocarbon to which the name "azulene" has been given.

Methyl alcohol is formed when tragacanth is dissolved in a solution of sodium hydroxide; also bassoric acid, which resembles pectic acid in its properties.

Fermenting sugar has been found to induce the decay of teeth more rapidly than diluted vinegar.

The typhoid bacillus is found to hold its vitality much longer at very low temperatures than at relatively high ones.

W. J. Young has extracted the coloring matter from the skin of a black man, and finds that it absorbs violet rays but does not hinder the passage of red rays.

Ultraviolet light detoxifies diphtheria toxin and aids in producing immunity. The action is slow and may be useful in assisting in the action of antitoxin.

A Baltimore physician doubts the existence of locoweed poisoning and thinks that underfeeding combined with parasitic infection will account for many cases of locoed animals.

Moist metals corrode much more readily in the light than in the dark. In actinic rays of light the metal is partly hydrolized and dissolved in colloidal form.

Anhydrous magnesium chloride dissolves many inorganic oxides, in some instances yielding beautifully colored crystals or melts.

High-grade tool steel is produced directly from pig iron and iron ore in the electric furnace, and more economically than by the old methods.

Ducks' eggs are stated to be more liable to bacterial infection than hens' eggs, and more likely to induce poisonous effects when eaten.

Yeast is rich in lecithin and nuclein, and when deprived of its bitterness is considered to be a valuable as well as a palatable food.

The U. S. standard of bacterial purity for drinking-water is a maximum of 100 bacteria per milliliter, with no coli bacilli.

Tannic acid has no definite solubility in water or alcohol, but is miscible in all proportions and forms gelatinous and colloidal masses in high concentrations.

Latest investigations show that boric acid does not combine with alcohol in distilling, but comes over as such, and that sulphurous acid is merely uncombined sulphur dioxide dissolved in water.

It is thought that all metals are silver-colored when pure, and recent studies of potassium, sodium, rubidium, calcium, and copper have shown them to be white or nearly so when specially purified.

Sunlight and mercury-arc lamps decompose glycerin, forming aldehydes and acids in the milder action and splitting it up into aldehydes and carbon dioxide in intense rays. Hydrogen peroxide and ferric salts intensify the action.

Heated milk decomposes much more readily than raw milk, due to changes in the proteids, which make them more sensitive to the action of bacteria. It is therefore more necessary to keep pasteurized or boiled milk on ice than the raw milk.

Oh, Look What's Here!—

E. Haschek says that the human body is luminous to a sensitive eye, and the luminescence is due to the oxidation of skin secretions. It is extinguished by washing with water, or by an atmosphere of carbon dioxide. It is enhanced by soap and by ozone. Clothes do not hinder the luminescence, and the light is brightest in the areas of most numerous sweat glands.

Oligodynamic.—

Manganese is classed as an "oligodynamic" substance—*i.e,* one which produces great physiological effects in very small doses. It acts best in conjunction with iron, which it seems to stimulate, and on the other hand the iron reduces the toxic action of manganese. Manganese and iron together act very much better than either alone, on both animals and plants.

The Philosophy of Imbibity.—

Water, either cold or warm, is found to be a very strong gastric stimulant, as little as two ounces producing a pronounced flow of gastric juices. Hence biological chemists conclude that liberal water-drinking during meals aids digestion and conserves the digestive juices, while drinking between meals wastes the juices and is considered to be a waste of glandular energy.

Patient vs. Germ.—

Dr. MacGilchrist finds that the most poisonous alkaloid of cinchona, tested on guinea-pigs, is cinchonidine, with quinine next, then cinchonine, and then quinidine, the last being the least poisonous. On the other hand he finds that infusoria are most easily killed by cinchonine, next coming quinine, then quinidine, then cinchonidine. On these grounds he thinks that cinchonine is a better remedy for malaria than quinine because it has quite as much effect on the malarial parasite, but is less poisonous to the patient than quinine.

BOOKS

"BACTERIOLOGICAL METHODS IN FOOD AND DRUG LABORATORIES."

This book, by Albert Schneider, M.D., Ph.D., professor of pharmacognosy and bacteriology in the College of Pharmacy of the University of California, is intended primarily as a guide for students who are interested in the bacteriological examination of foods and drugs. Its use as a laboratory guide presupposes a thorough knowledge of general bacteriology. The main part of the book is devoted to a practical discussion of bacteriological methods in food and drug laboratories. An introductory chapter takes up micro-analytical methods. Included in the volume are 87 illustrations and 6 full-page plates. The publishers are P. Blakiston's Son & Company, 1012 Walnut Street, Philadelphia, and the price is $2.50 net.

BUSINESS HINTS

A Practical Working Schedule.—

How to apportion the working hours in a drug store so that each man may have a fair amount of time to himself and yet still have the store in competent hands at all times is often a problem that requires considerable study.

B. S. Cooban, of Chicago, has arranged a schedule of hours that works out satisfactorily in his case. The Cooban crew consist of the proprietor, another registered pharmacist (Stanley Webster), and two assistants.

B. S. Cooban.

	First Week.			Second Week.		
	Morning.	Afternoon.	Evening.	Morning.	Afternoon.	Evening.
Monday	7–12	1–5	6–9	11–1	2–6	7–11:30
Tuesday	7–12			10–1		
Wednesday	7–12	1–5	6–9	7–1		6–11:30
Thursday		1–6	7–11:30	11–12	1–6:30	7:30–11:30
Friday	10:30–12	1–6	7–9	11–1	2–6	7–11:30
Saturday	7–12	1–5	6–9	11–1	2–6	7–11:30
Sunday		1–6	7–11:30	8–1		
Stanley Webster.						
Monday	11–1	2–6	7–11:30	7–12	1–5	6–9
Tuesday	11–1	2–6	7–11:30		1–6	7–11:30
Wednesday	11–1	2–6	7–11:30	10:30–12	1–6	7–9
Thursday	10–1			7–1		
Friday	7–1		6–11:30	7–12	1–5	6–9
Saturday	11–1	2–6	7–11:30	7–12	1–5	6–9
Sunday	8–1				1–6	7–11:30
Raymond Christ.						
Monday						
Tuesday		12–5	6–11:30	7–12:30	1:30–7	
Wednesday						
Thursday	7–12:30	1:30–7			12–5:30	6:30–11:30
Friday						7–11:30
Saturday		12–6	7–11:30		1–6	7–11:30
Sunday		1–5	6–11:30	8–1		
Frank Cooban.						
Monday		12–5:30	6:30–11:30		12–6	7–11:30
Tuesday						7–11:30
Wednesday		12–5:30	6:30–11:30		12–5:30	6:30–11:30
Thursday			7–11:30			
Friday		12–6	7–11:30		12–6	
Saturday						
Sunday	8–1				1–5	6–11:30

The latter are students at the Chicago College of Pharmacy and, consequently, can devote only a portion of their time to store duties.

By the Cooban schedule, as shown herewith, the hours have been so arranged that one registered pharmacist and an assistant are to be found, almost always, in the store.

The two assistants average 41 hours weekly, Mr. Webster's average is 62½ hours, and Mr. Cooban's is 65½ hours. The store itself is open 114½ hours every week.

Give Customer Best Reason for Buying First.—

"After the first step is over between customer and clerk the next is to show the customer the merchandise, and it should be shown only in the best way, in such a way as to make the customer want it immediately," said J. W. Fiske, in speaking before the recent convention of the National Commissary Managers' Association. Mr. Fiske is director of selling service of the J. L. Hudson Company, Detroit, and his remarks printed here are taken from a recent copy of *Printer's Ink*.

"Some statistician has figured that it takes four minutes to sell a collar and eight minutes to sell a shirt. Now, if it takes four minutes to sell a collar the clerk can sell fifteen collars in an hour; but if you cut down the time of sale to two minutes that same clerk can sell thirty collars in an hour, and so on all the way through the business.

"We ought to reduce the time of sale without of course trying to hurry the customer and so prejudice the future. We ought to try to have our merchandise shown in the right way at the very beginning so as to make the customer want it at the start. Sometimes it is a mistake to try to demonstrate the article, and sometimes it should be demonstrated.

"The best reason for buying the article should be given at the start, and it should be given not by show-

ing the article alone but by testing its merits if possible and handing it to the customer so that he can test it too. Make positive statements in showing goods. Never tell the customer, 'I hope it will,' 'I guess it will' or 'I hope it won't,' but say, 'It will' or 'It won't,' and know what you are talking about.

"Your clerks ought to know what they are doing and what they should sell the customer. You will not get the trade you ought to have unless they do, and your trade year by year is expecting more and more all the time that your clerks will know because people are becoming more discriminating."

Bigger Returns from the Photographic Department.—

As a part of its photographic department the Detroit Drug Co., of Detroit, Mich., maintains a developing and printing service.

Whenever a clear-cut or interesting negative is found, an enclosure similar to the one reproduced herewith is included with the developed film. As a result considerable extra business is obtained for the photographic department. And, furthermore, customers are convinced of the store's willingness to serve.

Why Not Enlarge This Negative?
THE beauty and naturalness that will be brought out cannot be duplicated by any artist.
Framed, it becomes a keepsake that can be placed with the finest pictures.
Our special process gives good results where others fail.
Price regulated by size of enlargement. 15c. upward.
DETROIT DRUG CO.
Camera Dept.

Slogans That Are Business Builders.—

In a paper read at the San Francisco meeting of the A. Ph. A., Addison Dimmitt, of the Newman Drug Co., Louisville, Ky., presented a number of slogans which he said had been used to good effect for increasing the prescription business.

The slogans were used to head newspaper advertisements three or four columns wide and from eight to twelve inches long. Each slogan indicates the nature of the advertisement that appeared under it. Here are some of the headings used:

"It is better to have Newman fill your prescriptions than wish you had."

"Newman's rigid inspections assure purity and strength in drugs."

"Purity, Accuracy and Promptness—our three watchwords."

"Reason with yourself. Did you ever get something for nothing that was of real value?"

"Are you giving the sick one the best possible chance for recovery?"

"Suppose a cheap, ignorant drug clerk gave you morphine when you asked for quinine. Newman's skilled men can fill your prescriptions no matter how difficult others may find them."

"Highest quality and lowest prices are as congenial as fire and water."

"Why do you go to your favorite doctor?"

"Your life or the life of some loved one may depend on the man behind the prescription counter."

"A heart to heart talk on a subject that concerns you."

"You insure against fire, wind and water, also your life against death and accident, then why not get prescription insurance at Newman's?"

"Confidence after all is the key-note to any successful business."

"Don't juggle with your health."

"Attention to detail—NO SUBSTITUTION—These factors have made our prescription department famous."

Marketing a Fireproofing Compound.—

"While reading an old college text-book on chemistry," says Leo. F. Rice, of New York City, "I came across a statement to the effect that clothes immersed in a solution of ammonium phosphate were rendered fire-proof.

"I was immediately struck with the idea that here was a good chance to develop a nice little specialty, and I started at once to put the idea into effect.

"Accordingly, I secured five pounds of ammonium phosphate and put it in plain boxes of one pound, each labeled 'Fireproofing Compound.' Simple directions for use were written on each label.

"The directions were to dissolve the contents of the package in one gallon of cold water and then to soak the fabric to be fire-proofed in the solution for five minutes.

"I recommend the solution for fire-proofing children's play suits, and endeavored to impress upon mothers the danger arising from the inflammable nature of much of the material used in children's clothing. I also recommend that the solution be used on curtains and draperies.

"Whenever pageants or carnivals are in progress I try to sell the compound for fire-proofing the flimsy draperies. At Christmas and New Year's I get some business from people who wish to protect themselves against fire dangers likely to arise from the decorations used.

"During the past year I have sold nearly one hundred packages of the compound. As there is nothing on the label to indicate the nature of the substance, I have no difficulty in getting 75 cents a pound for the fireproofer."

PRACTICAL PHARMACY

Some Notes on Prescription Compounding.—

To remove a fair-sized speck or two from a liquid, especially when straining through cotton would be unnecessary and time-consuming, Robert W. Terry in the *Midland Druggist* says that a good plan is to take a medicine tube, or a soda straw, and place the finger on top of the tube so that no air may escape; introduce the tube thus held in the liquid directly over the speck and release the finger. This will cause the liquid to rise in the tube, drawing the speck up with it at the same time. Only a small amount of liquid is lost—no more than would be lost in filtering or straining through cotton, and it is certainly more rapid. The use of a soda straw is advantageous where the liquid would be hard to wash from a drinking tube or funnel.

In mixing powders of different colors, such as rhubarb, charcoal, magnesia, and ginger, it is best to first mix the powders having the greatest difference in color. By this method a more evenly divided mixture will result because specks of each are easily discernible, especially where the pestle has smudged a lump in its track. To produce the same division in isochromatic powders would require considerably more time. In the former the color is the indication of the proper state of division. In compounding powders that are intended to be used as dusting powders, it is proper to mix them with a spatula on a sheet of paper and finally pass them through a sieve if their chemical nature will permit. To triturate a dusting powder in a mortar would be working against one of its desirable qualities, viz., fluffiness.

Some powders and some of the smaller crystalline chemicals are rather hard to pack in hard gelatin capsules. They have a tendency to slip out, which prevents to a great extent the proper division of doses. This may be overcome by placing the substance in a mortar and adding just a drop or two of water, alcohol or dilute alcohol and mixing thoroughly. Just which one to use must be left to the discretion of the dispenser.

This method is not applicable to mixtures containing extracts of resinous substances, as these will lump under the treatment. Care also must be exercised in using this method on prescriptions that are refilled, especially those that contain highly colored crystalline substances, such as bichromate of potash. Under this treatment the color obtained will be twice as deep as by simple trituration, due to the finer state of subdivision and consequently deeper color.

Salol Coating for Enteric Pills Unsatisfactory.—

When the average pharmacist receives a prescription for pills designed to pass unchanged through the acid contents of the stomach, but which will dissolve in the weakly alkaline contents of the intestine, the almost classic method is to coat the pills with salol. Such a procedure, according to a statement made by Prof. W. L. Scoville at a recent meeting of the Detroit branch of the A. Ph. A., does not produce an acid-impervious pill.

Salol is ideal so far as solubility goes, but it is a markedly crystalline body and it is impossible to make an impervious coating with salol alone.

If the usual procedure be employed—to melt the salol in a capsule and roll the pills in the liquid until evenly coated, and then allowing the coating to harden—it will be found that upon congealing the salol crystallizes.

The crystals will be smaller and the structure more compact if heat is used cautiously, only enough to melt the salol and warm the surface of the pills sufficiently to make it adhere. But at best the warm acid fluids will penetrate through the coating and disintegrate it, and when the pill swells the coating drops off without dissolving.

If the salol be dissolved in alcohol or ether and applied as a varnish, the results are similar but worse.

The best method is to combine the salol with a resinous or fatty body, which may form an impervious varnish-like covering and yet will not prevent the alkaline fluids of the intestines from acting upon the coating.

Tolu, colophony, stearin, or tallow may be used. An ethereal solution is prepared containing enough of the resinous or fatty body to form a thin coating, then about one-half to one grain of salol is added for each pill to be coated and dissolved in the solution. The pills are then coated with this fluid, preferably on a pill-tile or in an evaporating dish, so that the ether will evaporate rapidly and the coating remain homogeneous.

Care is needed to get a coating which is not too thick with resin, and so will dissolve very slowly in the intestines, and yet will be thick enough to protect the pill while it passes through the stomach. At best the coating with salol is of uncertain value, unless the operator is expert at it.

Keratin, a substance which usually occupies a prominent place in pharmaceutical literature devoted to enteric coating, may also be dismissed as one of the delusions of the past, according to Professor Scoville. Commercial keratin is either soluble in both acid and alkaline solutions, or else insoluble in either, hence it is useless as a coating.

Large manufacturers of pharmaceuticals, by reason of their superior facilities and trained investigators and workmen, can produce pills that will not be dissolved until they reach the intestines. But for the average druggist the really ideal coating for enteric purposes has not yet appeared.

A Stable Solution of Potassium Iodide.—

The results of some experiments made by Bouyer (*Rép. de Pharm.*) to establish a method for rendering potassium iodide solutions stable are described in a recent issue of *Merck's Report* as follows:

As is well known, solutions of potassium iodide on exposure to light rapidly become yellow, but only to a certain extent, there being a point beyond which the solar rays appear to be unable to liberate any more of the iodine.

The coloration also takes place in diffused light, but much more slowly. However, when such solutions are kept in amber-colored bottles, they remain colorless. With certain iodides, no effect whatever is observed on exposure to sunlight; these solutions are generally neutral, or very slightly alkaline to phenolphthalein.

Some objection may be made, however, to the use of amber bottles as containers for iodide solutions, as such bottles are most frequently reserved for remedies intended for external use, and hence the author sought for another means of rendering such solutions stable, and this he believes he has found in making the solutions alkaline with magnesium hydroxide.

Thus, in making a solution of 15 grammes potassium iodide in 300 Cc. of water, he dissolves the iodide in a small quantity of water, and to the balance of the water he adds 2 grammes of magnesium hydroxide, shakes thoroughly, and filters the liquid into the iodide solution. The resulting solution is slightly alkaline, and resists perfectly the action of the solar rays.

No More Lost Weights.—

We are indebted to Miss Nora I. Mitchell, of Sparta, Mich., for the accompanying photograph and description of an exceedingly simple device for preventing the loss of weights at the prescription counter.

"'What has become of those weights'? was a question asked every few days around our prescription

counter until a ten-cent glass butter-dish was purchased. The dish was lined with a piece of filter paper, the weights put into it, and the outfit placed on the counter near the scales.

"Now all that is necessary to do is to lift the cover, and there are all the weights, free from dust and dirt, all ready for use."

A New Method for Preparing Emulsion of Silver Iodide.—

In a paper entitled "A New Preparation for Pyelography" which appeared in a recent issue of the *Boston Medical and Surgical Journal,* Edward L. Young, Jr., M.D., of Boston, describes a new method for preparing emulsion of silver iodide. His procedure is as follows:

"Macerate, with frequent agitation, 100 grains of quince seed in eight fluidounces of water for twenty-four hours. Do not crush the quince seed. Strain the mixture through cloth and make the volume up to 20 fluidounces by the addition of a 2-per-cent boric acid solution.

"It is important that the quince seed be macerated with water and not with boric acid solution, as the latter will not produce a good mucilage.

"Enough of this mucilage is added to 12½ Cc. of argentide (concentrated solution of silver iodide) to make a volume of 50 Cc., and the whole vigorously shaken for two minutes. The shaking is an essential part of the process.

"The resulting emulsion keeps for several weeks, and is a thin, clear fluid flowing readily through a ureter catheter."

Making Ointments on a Slab.—

For men working at the prescription desk, a writer in the *Druggists Circular* offers the following simple suggestion to aid in making ointments on a tile, on the counter: First moisten a towel and place it between the counter and the tile. This prevents the tile from slipping, and you can press on the spatula against the tile and move it about as hard as you want, and the tile will never slip.

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN *of the month following: (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.*

Library Paste in Tubes.

H. F. G. asks: "Will you please insert in the BULLETIN a formula for a library paste that can be dispensed in tubes?"

A library paste that does not easily dry out or ferment is made according to the following method:

White dextrin	9 ounces.
Water	13 fluidounces.
Oil of wintergreen (synthetic)	3 minims.
Oil of cloves	3 minims.

Heat the water to 160° F.; then remove the heat and add the dextrin, stirring until dissolved. When cool add the oils and again stir, then pour into collapsible tubes. Close the containers and put them away in a cool place. After two to four weeks' time the mixture will have altered or "ripened" so that a creamy mass is obtained.

If the tubes are put into a refrigerator at a temperature of about 40° F., the "ripening" will occur in a week or less.

Liquid Green Soap.

M. B. asks: "Can you suggest a formula for liquid green soap other than the liniment of soft soap of the U. S. P.?"

The following formula suggested by M. I. Wilbert some years ago is made from purified cottonseed oil and gives a satisfactory product:

Sodium hydrate	40 Gm.
Potassium hydrate	40 Gm.
Cottonseed oil	500 Cc.
Alcohol	250 Cc.
Distilled water, a sufficient quantity to make	2500 Cc.

In a suitable container, preferably a glass-stoppered bottle, dissolve the potassium hydrate and the sodium hydrate in 250 Cc. of distilled water, add the alcohol, and then add the cottonseed oil in three or four portions, shaking vigorously after each addition. Continue to agitate the mixture occasionally until saponification bas been completed. Then add the remaining portion of distilled water and mix.

The only precautions that are at all necessary are

to use the U. S. P. grade of ingredients, and to be sure that saponification is complete before adding the remaining portions of the distilled water. The water used must be absolutely free from soluble salts of the alkaline earths or the heavy metals, and for this reason should be preferably freshly distilled.

For general use as a toilet soap it would of course be necessary to give it some distinctive odor. This can best be accomplished by replacing a portion of the water with distilled extract of witch-hazel, rose-water, or orange-flower water, or by adding the necessary perfume, spirit, or essential oils to suit the individual taste or need.

Veterinary Formulas.

R. R. M. writes: "A veterinarian in our city wishes us to supply him with formulas for a 'sweeny' remedy, a colic mixture, a spavin and ringbone paste, and a spavin liquid, similar in composition to a line of proprietary remedies on the market. He also wishes to be informed of a remedy for influenza and one for distemper or strangles. Can you help us out?"

We are unable to supply you with formulas for the proprietary preparations in question. However, preparations that are used in the treatment of the conditions named are found in the literature as follows:

For "sweeny," or atrophy of the shoulder, the application of a mild liniment has been suggested. The following is a typical formula:

1. WHITE LINIMENT.

Camphor	2 drachms.
Oil of origanum	2 drachms.
Powdered Castile soap	4 drachms.
Oil of turpentine	6 drachms.
Ammonium carbonate	3 drachms.
Distilled water, q. s. ad	1 pint.

Dissolve the ammonium carbonate (clear, translucent pieces) in 1½ fluidounces of cold water. To one-half of this solution add the powdered soap and sufficient water to make the whole measure 1½ fluidounces. Then dissolve the camphor in the oils and add slowly (as fast as well emulsified), with constant agitation, to the strong lather produced by mixing the soap with the ammonium carbonate solution. If the mixture gets too thick to be readily handled, agitate less and stir in the ammonium carbonate solution a little at a time, or better, add hot water in divided portions. Finally add the remainder of the ammonium carbonate solution, and sufficient water to make one pint.

2. COLIC MIXTURE.

Spirit of chloroform	120 minims.
Fluidextract of Cannabis Americana	30 minims.
Fluidextract of hyoscyamus	30 minims.
Tincture of capsicum	120 minims.
Aromatic spirit of ammonia	180 minims.
Salicylic acid	30 grains.
Alcohol, q. s. ad	1 fluidounce.

3. SPAVIN AND RINGBONE PASTE.

Powdered cantharides	46 grains.
Red mercuric iodide	24 grains.
Oil of turpentine	12 grains.
Petrolatum, q. s. ad	480 grains.

4. SPAVIN LIQUID.

Turpentine	4 fluidounces.
Alcohol	8 fluidounces.
Camphor	960 grains.
Iodine	100 grains.
Petroleum oil (heavy)	2 fluidrachms.
Oil of rosemary	4 fluidrachms.

The old methods for treating influenza and distemper or strangles were the application and administration of various preparations which simply relieved the symptoms. Since the advent of antitoxins and bacterial vaccine, however, it has been possible to treat the causes of these diseases, and in great measure to prevent their recurrence. For treating influenza and distemper, many successful veterinarians are now employing influenza antitoxin and equine influenza vaccine, either prophylactic or curative. We suggest that you call the veterinarian's attention to these products.

Board-of-Pharmacy Secretaries in the United States.

A. S. D.—In reply to your inquiry we are printing the entire list:

Alabama—E. P. Galt, Selma.
Arizona—Arthur G. Hulett, Phoenix.
Arkansas—J. A. Gibson, Little Rock.
California—Louis Zeh, San Francisco.
Colorado—W. F. Thebus, Denver.
Connecticut—J. A. Leverty, Bridgeport.
Delaware—J. O. Bosley, Wilmington.
District of Columbia—W. T. Kerfoot, Jr., Washington.
Florida—D. W. Ramsaur, Palatka.
Georgia—C. D. Jordan, Monticello.
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Maryland—Ephraim Bacon, Baltimore.
Massachusetts—A. J. Brunelle, Boston.
Michigan—Chas. S. Koon, Muskegon.
Minnesota—E. A. Tupper, Minneapolis.
Mississippi—W. W. Ellis, Fernwood.
Missouri—Edwin G. Cox, Craig.
Montana—W. R. Montgomery, Butte.
Nebraska—L. W. McConnell, McCook.
Nevada—J. M. Taber, Elko.
New Hampshire—H. E. Rice, Nashua.
New Jersey—H. A. Jorden, Bridgeton.
New Mexico—Bernard Ruppe, Albuquerque.
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North Carolina—F. A. Hancock, Oxford.
North Dakota—W. S. Parker, Lisbon.
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Oklahoma—J. C. Burton, Stroud.
Oregon—J. Lee Brown, Marshfield.
Pennsylvania—L. L. Walton, Williamsport.
Rhode Island—J. E. Brennan, Pawtucket.
South Carolina—F. M. Smith, Charleston.
South Dakota—E. C. Bent, Dell Rapids.
Tennessee—I. B. Clark, Nashville.
Texas—R. H. Walker, Gonzales.
Utah—W. H. Dayton, Salt Lake.
Vermont—M. G. Beebe, Burlington.
Virginia—T. A. Miller, Richmond.
Washington—D. B. Garrison, Connell.
West Virginia—Alfred Walker, Sutton.
Wisconsin—Edward Williams, Madison.
Wyoming—R. A. Hopkins, Cheyenne.

Cold Cream.

The E C. L. Co. writes: "Please tell us how to make a good cold cream, other than the U. S. P. ointment of rose water?"

The following is borrowed from our book entitled "350 Dollar Ideas for Druggists," and was originally contributed to the BULLETIN by H. B. Molyneaux, of Omaha, Nebraska. To quote from his article:

For many years I sought in every book of formulas, in every pharmaceutical journal I could get my hands on, for a formula that would excel in a cold cream. I failed to find one that would come up to the standard I had set, or rather the quality my customers demanded. The cold cream I sought must be smooth, white, and elegant in appearance. It must not become rancid and must retain the same consistency in winter and summer. Eureka! Some one said that "Necessity is the mother of invention," and it is aptly applied in this instance. The formula is simple but elegant. Here it is:

Paraffin	250 grammes.
White wax	260 grammes.
White paraffin oil	990 grammes.
Sodium perborate	10 grammes.
Distilled water	380 grammes.
Perfume, q. s. to suit.	

Mix the paraffin and wax at the lowest possible temperature, and then add the paraffin oil. If this addition causes the wax to congeal, continue the heat, while stirring sufficiently to remelt the mass. Now add the sodium perborate to the water and slightly warm the solution. Then add this to the wax solution in a continuous stream as large as a finger; at the same time briskly beat the emulsion with a wooden paddle until it becomes smooth. While the mass is in a semifluid state, incorporate the perfume. Then run the cream into the containers.

Pouring the cream into the jars while in the melted state

gives the surface a glossy, satin finish on cooling. Don't fill the containers so full that the covers come in contact with the top of the cream. For a perfume I suggest oil of rose or a synthetic violet like "irol synfleur." The latter I can recommend.

Inexpensive Soap.

H. L. T. writes: "Kindly publish a formula for an inexpensive oil soap that may be used on varnished surfaces."

The following is a general formula that may answer your purpose:

Take one pound of 98-per-cent caustic soda (in powder) and put into a jar with 58 fluidounces of water, stir once or twice, and let it get cold. Weigh out 7½ pounds of whatever oil it is desired to use. Pour the soda solution slowly into the oil in a small stream, stirring with a flat wooden spatula, and continue stirring gently until the solution and oil are combined and of a honey-like appearance. (The time taken for combination varies from 15 to 20 minutes; but care should be taken not to stir too long.) When the mixing is completed pour the liquid soap into a mold, which may be any square box, previously wetting the sides to prevent the soap sticking. After standing in a warm place for 24 hours the box will be found to contain a block of hard soap which can be cut up into bars of any desired shape.

Wood Alcohol Manufacture.

W. O. D. writes: "Can you tell me where to find a description of the process used to manufacture wood alcohol? I would also like to be furnished with the names and addresses of some manufacturers of wood alcohol."

When wood is subjected to destructive distillation, there is formed, besides acetic acid, tar, and other products, about one per cent of an inflammable volatile liquid, which, when separated and purified, constitutes wood alcohol.

A quite comprehensive description of the process involved can be found on pages 1568 and 1569 of the United States Dispensatory.

Among the manufacturers of wood alcohol are the following: Alton Chemical Co., Bradford, Pa.; Cadillac Chem. Co., Cadillac, Mich.; Wm. S. Gray & Co., Inc., N. Y. City; Otto Chemical Co., Williamsport, Pa.; Wood Products Co., Buffalo, N. Y.

Carbon in Automobile Cylinders.

W. H. H. inquires: "What can I use to remove the carbon deposit from the cylinders of an automobile? I have tried alcohol, but without success."

If the carbon is firmly encrusted in the cylinders, ordinary solvents have but little effect. The best way to accomplish the removal is by means of the so-called oxygen process. This method, however, is not practicable for the owner, but should be left to experienced repair men whose equipment is adequate for carrying on the work.

Provided the cleaning is done every ten days or two weeks, carbon may be removed by putting kerosene oil in the cylinders and allowing it to stand over night, starting the motor the next morning in the regular way. Such a frequent cleaning prevents the carbon from becoming deposited solidly and allows it to be removed by the solvent action of the kerosene. Some motorists content themselves by starting the motor and then pouring a little kerosene every minute or two through the air intake in the carbureter.

Palatable Extract of Cod-liver Oil.

R. J. B. asks: "Can you furnish me a formula for making a palatable extract of cod-liver oil similar to some of the proprietary preparations on the market?"

We suggest the following, borrowed from the literature:

Morrhuol (or gadnol)	64 grains.
Fluidextract wild cherry	2 fluidounces.
Fluidextract licorice	3 fluidounces.
Glycerin	1 fluidounce.
Simple syrup	1 fluidounce.
Extract of malt	6 fluidounces.
Compound syrup of hypophosphites with iron and manganese	3 fluidounces.
Fullers' earth, powdered	240 grains.
Caramel	q. s.

Mix the morrhuol with the glycerin, and triturate with the fullers' earth. Add the fluidextracts, syrup, and malt, shake, let stand for a day, agitating occasionally. Filter, and to the filtrate add the syrup of hypophosphites and the caramel.

The foregoing will possibly answer the requirements if the U. S. P. syrup of hypophosphites compound be employed. It may precipitate on standing, however, and it would be advisable to reduce the quantity of syrup of hypophosphites about one-half.

Syrup of Spices.

W. & J. write: "We would like to know the formula for syrup of spices."

Here is a formula found in the literature:

Spice tincture	1½ fluidounces.
Honey	16 fluidounces.
Water	4 fluidounces.
Syrup	20 fluidounces.

Mix.

If desired, the honey and water may be replaced by the same bulk of syrup.

Spice tincture is said to be made as follows:

Pimento	4 avoirdupois ounces.
Cloves	1 avoirdupois ounce.
Nutmeg	½ avoirdupois ounce.
Alcohol	24 fluidounces.
Water	8 fluidounces.

Mix the alcohol and water, and percolate the solution through the mixed spices.

Only freshly ground spices should be used.

Fire-extinguishers.

A. C. H. asks: "Will you print a formula for a fire-extinguisher in dry powder form?"

Many of the so-called powder fire-extinguishers depend upon the action of common salt or sand, or mixtures containing them, to put out fires. Here are a couple of formulas for such compounds, taken from the literature:

1. Sodium chloride, 4 parts; sodium bicarbonate, 3 parts; sodium sulphate, 1 part; calcium chloride, 1 part; sand, 1 part.

2. Sodium chloride, 3 parts; ammonium chloride, 3 parts; sodium bicarbonate, 4 parts.

The mixed powders are thrown directly upon the burning article when it is desired to smother a blaze.

Disguising a "Black Eye."

The E. C. L. Co. inquires: "Can you supply me with the formula for a preparation used to cover up 'black eyes'?"

The following is found in the literature:

Bismuth subcarbonate, 2 parts; French chalk, 1 part; color with carmine or calamine to skin tint. Wash the bruised area with a mixture of glycerin 1 part, water 5 parts; dry and apply the powder.

The application of a solution containing 15 grains of oxalic acid to 1 ounce of water with a camel's-hair brush every half-hour or so is said to remove very effectually the blackness from around a freshly-blackened eye.

The Cultivation of Digitalis Purpurea.

G. A. S. asks: "Can you tell me where to get information concerning the culture of *Digitalis purpurea*—its cultivation for market, where seeds may be obtained, and the cost of sufficient seeds to plant one acre?"

For several years the Department of Agriculture, at Washington, D.C., has been collecting information concerning the cultivation of medicinal plants in the United States. An inquiry addressed to the department would undoubtedly bring you the information you desire.

You might also try consulting one of the larger concerns selling seeds. Among such firms are Peter Henderson & Co., New York City, and D. M. Ferry & Co., Detroit, Mich.

Disinfectant for Drains.

H. L. T. asks: "Can you furnish me with a formula for a disinfectant for toilet drains, etc.?"

The following is borrowed from the literature:

Cresylic acid .....40 avoirdupois ounces.
Rosin .....8 avoirdupois ounces.
Caustic potash..1 avoirdupois ounce, 1 drachm.
Water, q. s. ad.....½ gallon.

Place the cresylic acid in a suitable dish, add the rosin, and apply heat until the latter is melted and dissolved. Dissolve the potash in about five fluidounces of water, add to the previous mixture, and boil until the rosin is completely saponified, as shown by the liquid becoming clear and homogeneous. Cool and add enough water to make ½ gallon.

A solution of chlorinated lime is also recommended for disinfecting drains.

Hair Straightener.

W. A. K.—"Please supply us with a formula for a hair straightener."

To take the kink out of hair and straighten it, we suggest what is known as Anti-Kink Hair Pomade:

Beef suet .....16 ounces av.
Yellow wax .....2 ounces av.
Castor oil .....2 ounces av.
Benzoic acid.....10 grains.
Oil of lemon.....1 fluidrachm.
Oil of cassia.....15 drops.

Mix the suet and wax, add the castor oil and acid, allow the mixture to cool somewhat, and incorporate the other oils.

If desired, oil of bergamot may be substituted for the oils of lemon and cassia.

Preventing Precipitation in Elixir of Terpin Hydrate.

C. L. writes: "In making elixir of terpin hydrate, N.F., I follow directions closely, but after the elixir has stood for several days part of the terpin hydrate is precipitated. Kindly tell me the cause of the precipitation and also what steps I may take to prevent it."

Terpin hydrate is precipitated because there is not quite sufficient alcohol in the finished product to hold it in solution. If 425 Cc. of alcohol be used, instead of 400 Cc., the resulting preparation will be a stable one.

Locust Blossom Perfume.

In the November issue of the BULLETIN we asked on behalf of a subscriber (W. A. F.) where a satisfactory locust blossom perfume oil for greasy and greaseless creams could be obtained.

R. P. Daniel, of San Antonio, Texas, writes: "I have experimented with and used the synthetic oil perfumes made by the Synfleur Scientific Laboratories, Monticello, N. Y., and the results have been so satisfactory that it is a pleasure to recommend the products of the concern."

A Hydriodic Acid and Ammonia Mixture.

R. C. H. writes: "Here is a prescription received recently:

Syrup of hydriodic acid.....1 fluidounce.
Aromatic spirit of ammonia.....3 fluidounces.

"When this mixture is compounded, will the action of the hydriodic acid be destroyed?"

When hydriodic acid is mixed with aromatic spirit of ammonia, the acid, of course, is converted into ammonium iodide. Therapeutically, however, the action of ammonium iodide is very similar to that of hydriodic acid, and there is no reason why the mixture should not be dispensed.

Mange Remedy.

J. S. B. asks: "Can you supply me with a formula for a so-called mange remedy?"

Here is one that is used to a considerable extent:

Precipitated sulphur.....¼ avoirdupois ounce.
Oil of tar.....2 fluidounces.
Kerosene q. s. ad.....1 pint.

Rub the sulphur with the oil of tar and then mix with the kerosene.

We are not familiar with the composition of the proprietary "cleaner" you mention.

White Liniment.

C. W. W. writes: "Will you print a formula for a white liniment containing ammonia?"

Elsewhere in this department are printed several formulas intended for veterinary use. Formula number one is for a white liniment, and it should answer your requirements.

Briefer Replies.

M. B.—We are unable to answer your questions concerning the dual application of the New York narcotic law and the Harrison law, and would suggest that you communicate with the Collector of Internal Revenue in the district in which your store is located.

R. J. B.—We are not familiar with the composition of the proprietary preparation you mention.

—THE—

BULLETIN OF PHARMACY

A LIVE JOURNAL FOR DRUGGISTS

EDITOR:
HARRY B. MASON, PH.G.

ASSISTANT EDITOR:
ARTHUR L. BUZZELL

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THE SCRAP BOOK.

A TORONTO lawyer says that a bailiff was sent to seize a quantity of furniture sold on installment terms, and on which the buyer was unable to make further payments. The bailiff was told to make a complete inventory, beginning in the attic and ending in the cellar, which he did. When the dining-room was reached, the tally of furniture ran thus:

"One dining room table, oak."

"One set chairs (six), oak."

"One sideboard, oak."

"Two bottles whisky, full."

Then the word "full" was stricken out and replaced by "empty," and the inventory went on in a hand that straggled and lurched diagonally across the page until it closed with:

"One revolving doormat."—*Merck's Report.*

AMONG the specialties manufactured by Chas. Pfizer & Co. are Strychnine and its Salts.

Their brand of Crystals and Powdered Alkaloid, and Crystals and powdered Sulphate, are almost universally known and are recognized as a leading brand of strictly U. S. P. standard, particular attention being called to the uniform purity of their product.—*Adv.*

ELECTROLYTIC POETRY.

"If the gas went out," the maiden asked, "then would the electric light?"
"That's something I can't tell," said I, ""although perhaps it might."
"Well, if a farmer mows his lawn, what does a dynamo?"
Again I shook my helpless head and said I didn't know.
"I've often wondered," she remarked, "how much the coffee urns."
"As much," said I, "as the fuel costs that a fireless cooker burns."
"But why," she asked, "when it's full of dust is the vacuum cleaner?"
"Why, that's just the same," I then explained, "as a fat girl who is 'Lena'."
For quite some time I rambled on with daffidils, forlorn,
Until, alack, I turned around and found the maid had gone!

—*Midland Druggist.*

"AREN'T you the boy that was here a week ago looking for a position?"

"Yes, sir."

"I thought so. And didn't I tell you then that I wanted an older boy?"

"Yes, sir; that's why I'm here now."—*Yonkers Statesman.*

VISITOR: "Nothing stirring on the campus, I see. Vacation is on?"

Student: "Not much. The crew has gone to Billowpoint, the baseball team is on the Southern trip, the track squad is trimming everything in the West, and ninety per cent of our faculty is attending scientific conventions—the highest percentage of any American university."—*Puck.*

"Safe and Sane"—

Safe for the party with a **sprain** or **bruise;** and surely **sane** treatment—because the Doctor is sure to approve the prompt application of

Antiphlogistine
TRADE MARK

hot and **thick,** as "First Aid."

It is sane to play safe with both patients and doctors—

"There's only ONE Antiphlogistine."

The Denver Chemical Mfg. Co.
NEW YORK, U. S. A.

We can recommend the proper

PEROXIDE

for
Soap
Creams
Toothpaste
Toothpowder
Talcumpowder

Cost Increased Negligibly
Selling Power Increased Enormously
For Prices, Formulas, etc., Inquire
THE ROESSLER & HASSLACHER CHEMICAL CO.
100 William St., New York City

HOSTETTER'S STOMACH BITTERS

IS ADVERTISED EVERYWHERE AND ALL THE TIME.

YOUR CUSTOMERS KNOW IT IS

THE BEST TONIC AND STOMACH REMEDY

THEY WILL BUY IT IF YOU GIVE THEM AN OPPORTUNITY.

Order a good supply from your jobber to-day and then write us for attractive store displays, novelty cards and beautifully illustrated booklets.

THE HOSTETTER COMPANY,

59 and 60 Water Street, - - PITTSBURGH, PA.

Brooklyn Druggists Entertain.—Among the 954 druggists making up the party which visited the Detroit laboratories of Parke, Davis & Co. last June were eight from Brooklyn. On November 10 these men tendered a complimentary dinner, preceded by a theater party, to George R. Tompkins, assistant manager of the New York branch of Parke, Davis & Co.

The evening was a most interesting one, unhampered by set speeches and enlivened by reminiscences of the Detroit trip. The druggists present were: H. B. Smith, president of the Brooklyn College of Pharmacy; J. J. Cizmowski, C. E. Brennan, L. P. Dilberger, F. J. Morrisey, Louis de Neergaard, S. Grant, and Ed. Simon. Included in the party also was M. E. Auerbach, a Parke-Davis salesman, in whose territory the stores of the eight druggists are located.

With Mattison's "Magma" Magnesia (calcined) you can make milk of magnesia at a cost of less than 5 cents a pint. The process is quick and easy, too. Much less time is consumed than when following the National Formulary method.

Mattison's Magma, complying with U. S. P. standards, becomes colloidal on the addition of water, producing an evenly suspended mixture.

To convince you how easily and cheaply a satisfactory milk of magnesia can be produced, the Keasbey & Mattison Co., Ambler, Pa., will send a trial package of one troy ounce upon receipt of your jobber's name and ten cents.

He had told her the age-old story, and, torn with emotion, waited for a few short words that would decide his fate.

"George," she said, "before I give you my answer you must tell me something. Do you drink anything?"

A smile of relief lighted his handsome countenance. Was that all she wanted to know? Proudly, triumphantly he clasped her in his arms and whispered in her shell-like ear:

"Anything," he said.—*The Medicine Man.*

By sending for Offer "B," you can learn how to save more than 75 per cent of your present sweeping cost.

Offer "B" explains how to get a self-moistening brush for $4.50 that will save $20 in sweeping compound and floor oil. You take no chance, either. The brush is sent on thirty days' free trial, express prepaid.

Ask the Milwaukee Dustless Brush Co., Milwaukee, Wis., for Offer "B."

"Your son, sir, has a very effective touch."

"So's he's been borrowing from you too?"—*Baltimore American.*

He (who has just told a risque story): Don't you see the point?"

She: "Certainly not, if it's what I think it is!"—*London Mail.*

"Good Will" is a Big Business Asset.

Satisified customers make valuable "Good Will." Diamond Dyes always satisfy those who buy them.

Diamond Dyes

You should sell Diamond Dyes whenever you can. They create "good will."

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT

And 200 Mountain Street, MONTREAL, CANADA

BROWN: "So you think that liquor stimulates the imagination?"

Jones: "Yes; if I take a drink my wife imagines all sorts of things about me."—*Erie Review.*

HERE'S the opportunity you have been looking for.

One druggist in each locality can secure the exclusive agency for McIlvaine's Finest Cream Lucca Olive Oil and have its sale made easy for him.

McIlvaine Brothers, who have been importing the oil for thirty-five years, coöperate with their dealers by sending direct to consumers strong letters, booklets and other convincing advertising matter that invariably creates business when the druggists work in harmony with the advertising helps furnished.

McIlvaine's Olive Oil is a superior product fully guaranteed as to quality and purity, and if the agency for your town is not already taken, its presence in your store will give a decided impetus to sales.

For particulars of this attractive exclusive agency proposition, address McIlvaine Brothers, 1500 Hamilton Street, Philadelphia.

"WHAT'S Professor Diggs doing these days?"

"He's trying to decipher a Babylonian tablet."

"Any results so far?"

"Yes. Mrs. Diggs has nervous prostration and the children have been sent to the home of a relative."—*Birmingham Age-Herald.*

SEVERAL members of a woman's club were chatting with a little daughter of their hostess.

"I suppose you are a great help to your mama?" said one.

"Oh, yes," replied the little miss, "and so is Ethel; but to-day it is my turn to count the spoons after the company is gone."—*Ladies' Home Journal.*

RIPANS TABULES are ready sellers. Ten millions have been disposed of in a single month.

Ripans Tabules are offered in three sizes—a 5-cent package costing 40 cents a dozen, a 25-cent package at $2.00 a dozen, and a 60-cent, family size, for $4.80 a dozen.

Your jobber will supply them and allow an extra discount of 5 per cent on gross lots of the 5-cent size, or on $6.00 lots, assorted.

"DIPLOMACY," remarked the observant person, requires thorough study."

"Yes," replied Senator Sorghum. "In order to be a good diplomat you've got to know all the facts in order to avoid saying anything which might lead to their discovery."—*Washington Star.*

EDITH: "The man I marry must be bold and fearless."

Ethel: "Yes, dear, he must."—*Puck.*

AMERICAN CANS

Good containers are a necessity, not a convenience.

Indifferent containers are like inferior machinery—they may give satisfaction for a time, but appreciating possible fault or questionable service, it is a case of worry until the expected happens, bringing with it the probability of loss in prestige to say nothing of the pecuniary loss involved.

The best of cans coupled with prompt service is a necessity to the successful operation of every drug and specialty business.

AMERICAN CAN COMPANY,

Chicago NEW YORK San Francisco

Hamilton, Ont.

WITH OFFICES IN ALL LARGE CITIES.

"If I have to tell a whopper," said the practical politician, "I stick to it."

"Yes," replied Senator Sorghum, "or get stuck by it."—*Washington Star.*

"The Business Builder" is the title of a clear, concise analysis of the "Sperry" system, its operation and appeal to customers.

It points out the powerful features of the service given to distributors of "S. & H." green stamps and shows how the stamps draw new trade and hold it. It tells of the trade-winning results that are being produced by subscribers to the Sperry system.

A postal card addressed to the Sperry & Hutchinson Co., 2 West 45th St., New York City, will bring you a copy of "The Business Builder" together with the "Sperry" map, a graphic picture of the far-reaching national organization working for the benefit of every subscriber. You will also receive a copy of the company's national monthly, "The Sperry Magazine," published for the woman-who-buys, and which is designed to tie up the merchant to his customers.

Cavalry Sergeant: "I told you never to approach a horse from the rear without speaking to him. First thing you know they'll kick you in the head, and we'll have a bunch of lame horses on our hands."—*London Mail.*

"What were you and Mr. Smith talking about in the parlor?" asked her mother.

"Oh, we were discussing our kith and kin," replied the young lady.

The mother looked dubiously at her daughter, whereupon her little brother, wishing to help his sister, said:

"Yeth they wath, mother. I heard 'em. Mr. Thmith asked her for a kith and she thaid You kin."—*Cleveland Plain Dealer.*

The use of Kaolin "Merck" is fast gaining favor with physicians who keep abreast of the times. Are you prepared to explain its advantages to doctors who may inquire.

If not, write to Merck & Co., New York City, for descriptive leaflets.

Harry: "Paw, what is a henpecked husband?"

Paw: "A man whose nerve is in his wife's name."—*Cincinnati Enquirer.*

Loofahs are the fibrous part of a vegetable, similar to the cucumber, which grows to perfection in Japan. These cucumbers are dried and the outer skin is removed and seeds and pulp taken out, leaving nothing but the fiber. This makes a very excellent article of toilet for the bath, large quantities of them being made up into bath mittens.—*C. R. D. A. News.*

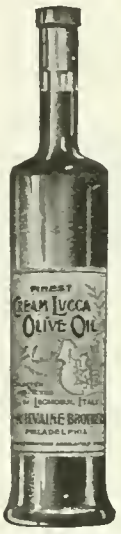
We Want One Good Druggist in Your Town

to take the exclusive agency for McILVAINE'S FINEST CREAM LUCCA OLIVE OIL, if we are not already represented there. We will send strong letters, booklets and other convincing advertising matter direct to consumers in your city which will create business for our agent. ARE YOU THE MAN?

McILVAINE'S FINEST CREAM LUCCA OLIVE OIL

comes from the famous Lucca district and is the highest grade Olive Oil brought to this market. We have imported it for thirty-five years and we fully guarantee its superiority, unequalled quality and purity. Let us send you particulars about it.

Write at once for our attractive exclusive agency proposition. It will make your Olive Oil business what it should be in the way of sales and profits.



Established 1844

McILVAINE BROTHERS

Drug Importers and Millers

1500 Hamilton St., PHILADELPHIA

Established 1844

NORTHWESTERN BRANCH OF THE A. PH. A.—The first fall meeting of the Northwestern Branch of the American Pharmaceutical Association was held at the Nicollet Hotel, Minneapolis, on Friday evening, October 22, the business meeting being preceded by a dinner beginning at 7 P.M. Under the heading of new business the secretary offered a motion providing for the indorsement by the branch of the Stevens bill and the principle contained therein. The motion carried unanimously.

Prof. H. M. Whelpley, Dean of the St. Louis College of Pharmacy and treasurer of the A. Ph. A., was the guest of the evening and the principal speaker. Dean Whelpley, a member of the Board of Trustees of the U. S. Pharmacopœial Convention Committee, spoke at length and in detail on how the U. S. P. is revised.

HANFORD'S BALSAM OF MYRRH—3 sizes—selling for 25 cents, 50 cents and $1.00 each, and costing $2, $4 and $8 a dozen.

Hanford's Balsam of Myrrh is sold by all jobbers and the G. C. Hanford Mfg. Co., Syracuse, N. Y.

FARMER BARNES: "There's one good thing about golf anyhow."

Farmer Fallows (skeptically): "What's that?"

Farmer Barnes: "Why, ye don't have to play it if ye don't want to.—*London Scraps.*

MARKS: Say, old man, did I ever tell you about the awful fright I got on my wedding day?

Parks: S-s-h-h! No man should speak that way about his wife!—*Clover.*

NUJOL ADVERTISING CREATING BUSINESS.—Six months age the Standard Oil Co. started advertising Nujol to New Yorkers, with the result that drug stores in the Metropolitan area are now selling from one to six doxen pints a week.

The advertising is being repeated on a national scale, creating a lot of brand-new and highly desirable business for the druggist who carries Nujol. The people are being instructed as to the dangers of constipation, and in the rational and effective means for overcoming those dangers by the use of mineral oil.

The newspaper campaign is being carried on simultaneously in over 100 cities, while a national magazine campaign is getting the attention of millions of readers. In addition the company is distributing free samples of Nujol to doctors, together with an authoritative analysis fully establishing its merit.

In order to reap the benefit from this enormous advertising campaign many druggists are giving Nujol prominent display place in their windows. If you have not already done so, now is the time to order a supply of Nujol from your jobber, and to ask the Standard Oil Co., Bayonne, N. J., for attractive window and counter display material.

$45.00

NATIONAL ZIG-ZAG RADIATOR and STREAMLINE HOOD

INCLUDING RADIATOR, HOOD, HOOD LEDGE and SPECIAL CRANK

Easily installed on any new or old Ford car

REDUCED evaporation, efficiency of motor, and luxurious appearance through installation of NATIONAL ZIG-ZAG RADIATOR and STREAMLINE HOOD particularly appeal to the Physician who requires exacting service.

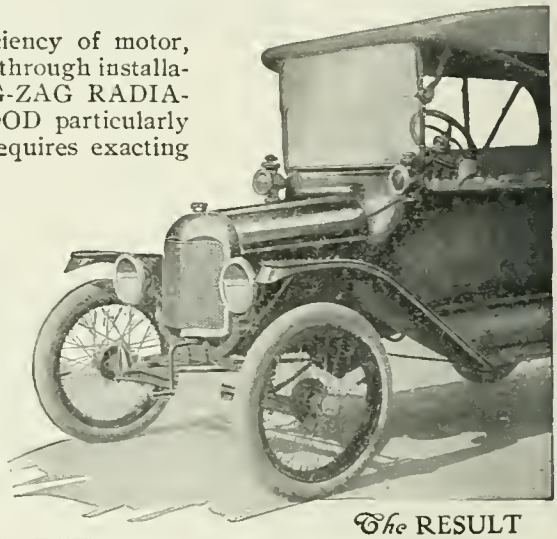
Water cells run in Zig-Zag columns to retard the flow for maximum cooling efficiency.

Semi-pointed front adds to length of car and enhances the streamline effect.

Best of material and construction throughout. Radiators severely tested with compressed air under water. Finished in Nickel, Polished Brass or Black Enamel.

Place your order NOW and be prepared for the unfavorable roads.

If your dealer cannot supply you write us direct for illustrated circular and instructions for installation.



The RESULT

NATIONAL CAN COMPANY

Radiator Department **Detroit, Michigan**

"THE doctor told Tomkins he must walk three miles every day."

"Where does he take it?"

"Around a pool table, generally."—*Baltimore Sun.*

THE use of the proper peroxide for soaps, creams, tooth-paste, tooth-powders, or talcum powder enormously increases the selling power of the products and does it with only a negligible increase in cost.

The Roessler & Hasslacher Chemical Co., 100 William Street, New York City, can recommend the proper peroxide.

If you are interested in the manufacture of a peroxide preparation, write the company to-day for formulas and prices.

MR. WOGGS: "I'm through with Bump. I told him we are going to name our baby after some great personage and asked him for a suggestion.

Mrs. Woggs: "What did he say?"

Mr. Woggs: "He said, 'Name it after ours.'"—*Boston Journal.*

"WHY did you quit your last place? Wasn't your work congenial?"

"Lady, no work is congenial."—*Town Topics.*

PERIPATETIC PETER went for two days with almost nothing to eat before he struck a farmhouse near Newark, N. J., where a reluctant housewife at last handed him out a big, square sandwich of hard ham and stale bread. A little while later a companion found him writhing in pain upon a convenient hayrick.

"Wha's de trouble, Pete?" he inquired.

"De hardest luck ever," was Pete's reply. "I've just had a square meal—an' de corners are scratchin' me!"—*Saturday Evening Post.*

"Goods well displayed are half sold" is a hackneyed saying, but one, nevertheless, which must be kept constantly in mind by the druggist who is striving to get the most from his business.

To illustrate to you the importance of attractive display in modern merchandising, the Saginaw Show Case Co., Ltd., of Saginaw, Mich., offers to send its handsome catalogue picturing complete store equipment.

A postal card sent to the company, and mentioning the BULLETIN, will get the catalogue for you.

"STRUCK a poor client to-day," said the lawyer. "All he had to offer by way of a fee was a watch without any works in it."

"I suppose you took the case?"—*Judge.*

UNREGISTERED DRUG CLERKS

We give just such a course of instruction in Pharmacy as you have been wishing for.

A short, practical course covers all the important and essential features of a regular college course and *fits you* to pass any *State Examination.*

Distance is no object to those who wish to attend this school. Students are in attendance at present from Massachusetts on the East to Washington on the West.

176 registered in the various states during the past two years.

The average time these students attended was three months.

Expert instruction in class room and laboratory work. Not a "quiz compend school." Our regular text-books are the U. S. Pharmacopœia, Remington's Practice of Pharmacy, Scoville's Art of Compounding, Stanislaus & Kimberly's Pharmaceutic Chemistry, and our own Materia Medica.

Tuition $75.00, without time limit.

Enter after the holidays, January 4, 1916, and pass your State Examination in the Spring.

The Babcock School of Pharmacy,
DES MOINES, IOWA.

"So you are marrying the man of your choice?"

"Not exactly the man of my choice; rather the man I could get."—*Baltimore Sun.*

JANUARY 1, 1916, will be inventory time in many stores.

"350 Dollar Ideas for Druggists" contains two inventory suggestions that will prove of real practical value to the druggist who wishes to do the work most thoroughly and expeditiously.

In addition the book contains 348 other ideas that will either make or save money for the druggist who practices them. There are descriptions of practical devices for use in the stores, dispensing and compounding kinks, bookkeeping and accounting suggestions, tips about the prescription department, helps for the soda fountain and many other miscellaneous ideas that will prove valuable in the every-day conduct of the drug store.

"350 Dollar Ideas for Druggists" will be sent to you post-paid upon the receipt of $1.00, by E. G. Swift, P. O. Box 484, Detroit, Mich.

"You must have many queer experiences in the country."

"We do," he replied. "Once I actually ran across a farmer whose name was Hiram."—*Detroit Free Press.*

A DRUGGIST lately received a hurried call from a small girl who desired to purchase liniment and some cement.

"Liniment and cement?" repeated the pharmacist, puzzled by the unique order.

"Going to use 'em at the same time?"

"Yes," promptly replied the youngster. "Ma, she hit pa with a pitcher."—*Detroit Free Press.*

AS CREATORS of good-will—a desirable business asset—Diamond Dyes are invaluable.

Let the Wells & Richardson Company, Burlington, Vermont, tell you about its dealers' helps and the ways in which Diamond Dyes make satisfied customers—good-will creators.

TEACHER: "What is the highest form of animal life?"

Waiter's Little Boy: "Pa says it's a canvasback."—*Life.*

YOUTH: "I sent you some suggestions telling you how to make your paper more interesting. Have you carried out any of my ideas?"

Editor: "Did you meet the office boy with the waste-paper basket as you came upstairs?"

Youth: "Yes, yes, I did."

Editor: "Well, he was carrying out your ideas."—*Folio of Fun.*

THE Wilmarth LINE
THE CASE WITH A CONSCIENCE

FIVE MILLION DOLLARS' WORTH OF WILMARTH FIXTURES ARE INSTALLED IN UNITED STATES DRUG STORES.

That's the answer.

Prevention is better than cure—Wilmarth equipment wards of encroaching competition.

Wilmarth Show Case Co., Drug Store Equipment from the single case to the store complete
1520 Jefferson Avenue, Grand Rapids, Mich.

NEW YORK, 20 West 30th St.
CHICAGO, 233 W. Jackson Blvd.
CHICAGO, Fuller-Morrison Co.
BOSTON, 21 Columbia St.
PITTSBURGH, House Bldg.
MINNEAPOLIS, 21-23 N. Third St.
ST. LOUIS, 1118 Washington Ave.
DES MOINES, Shops Bldg.
SALT LAKE CITY, 257 S. Main St.

Made In Grand Rapids

"Now, children, I want you to be perfectly quiet when the bishop is here, and not say anything that will mortify me."

"But, mama, can't we just ask him if he will baptize the new kittens?"—*Life.*

FOR the benefit of druggists and physicians who are desirous of securing the genuine Ergoapiol (Smith) capsules, the Martin H. Smith Co., New York, has placed an identifying mark on each capsule which prevents unscrupulous dealers from offering counterfeit and fraudulent products in place of the genuine.

Ergoapiol (Smith) capsules now bear on the inside of each capsule the letters M. H. S. These letters are not visible from the outside, but are plainly discernible in the gelatin when the capsule is cut in half.

Identification by the druggist, physician, or patient is now very simple, because no analytical investigation is necessary and because no one else can use this invention as it is the exclusive property of the Martin H. Smith Co., fully protected under Letters Patent.

Ergoapiol (Smith) is to be had only in packages of 20 capsules each. It is not under any circumstances supplied in bulk or other form.

"I SEE Philip is going in for intensive gardening."

"You don't say!"

"Yep: raising a mustache."—*Philadelphia Ledger.*

MEETINGS OF THE PHILADELPHIA BRANCH OF THE A. PH. A.—At the regular monthly meeting of the Philadelphia branch held on Tuesday night, October 12, Dr. Wilson W. McNeary talked on "A New Method for the Preparation of Milk of Magnesia." The paper raised considerable comment, and after a lengthy discussion, during which Prof. E. F. Cook suggested that some volatile oil should be added to milk of magnesia to make it more palatable, Prof. C. H. LaWall moved that the method as given by Dr. McNeary with Professor Cook's suggestion be referred to that portion of the U. S. P. revision committee having that work in charge. The motion was carried.

Dr. Adolph W. Miller gave a very interesting and instructive account of his impression of the Pacific Coast, the California fairs, and of the convention of the National Wholesale Drug Association.

At the meeting on November 9 John K. Thum, Ph.G., presented "A Review of Pharmaceutical Literature," and Prof. Chas. E. Vanderkleed gave a very interesting account of his experiences in "Europe in War Times." The remainder of the evening was devoted to a spirited discussion of the subject, "Is Tetanus Caused by Vaccination?" Dr. F. E. Stewart read a paper on the subject, and his view that tetanus is not caused by vaccination was upheld by Dr. Wadsworth and Dr. J. F. Schamberg, but was rather violently opposed by C. Oscar Beasley, president of the Pennsylvania Anti-Compulsory Vaccination Society.

Consider the Profit on
an Investment of $2.00
Turned over each Month!

BUY A DOZEN

MRS. WINSLOW'S SOOTHING SYRUP

With the assistance of our advertising you should be able to sell one dozen each month.

ANGLO-AMERICAN DRUG CO.,
215-217 Fulton Street, NEW YORK.

MRS. CHURCHWOMAN (in church during the sermon): "Don't you think the preacher is a polished speaker?"

Her Husband (wearily): "Yes. but it looks to me as if he's never going to be a finished one."—*Canadian Retail Druggist.*

IN the current numbers of the *Ladies' Home Journal, Woman's Home Companion, Pictorial Review, McCall's Magazine, Good Housekeeping,* and *Ladies' World,* the Whitall Tatum Company is running display advertisements which tell customers in your town that their druggist sells the W. T. Co. Maroon "Special" hot-water bottle.

Displaying the Maroon "Special" in your window will serve to focus all this national publicity on your store and result in increased sales. Particularly will this be so during December and January, the height of the water bottle season.

If it happens that you haven't stocked the Maroon "Special" as yet, ask the Whitall Tatum salesman about it, or write direct to the company at its Philadelphia, New York, Boston, or San Francisco office. The special proposition will interest you.

"HEY, Moike, and phwat do ye t'ink of these new sanitary drinkin' cups?"

"Sure, Pat, and soon we'll have to spit on our hands with an eye dropper!"—*Gargoyle.*

"I SUPPOSE you have a family tree?"

"No. I intend to branch out for myself."—*Boston Transcript.*

THE Economical Label Holder fits any drawer and holds the labels flat, clean and in plain sight. With it the labels cannot be mixed up or lost.

Each holder has a capacity of from 200 to 250 gummed shop labels. A number of the holders screwed to the bottom of a drawer, and filled with labels, makes a neat, efficient and economical label case. They cost but $1.75 a dozen.

The Merchants' Publishing Co., Kalamazoo, Mich., will fill your order for them.

THEY were discussing one of the unpopular fellows, and wanted to give an idea of how few friends he had, but perhaps no better remark could have fittingly described it than that of one of the young men who said: "Why, he hasn't any more friends than an alarm clock."—*Practical Druggist.*

P. HANDLER: "I hear you were out in Hickeyville working up a new system of healing. Did you have a large following?"

Old Doc Faquer: "Large following is right. When I left town I was followed by the whole police force and the committee on public safety."—*Dallas Post.*

FREE GOODS

Special Offer With

HINDS HONEY AND ALMOND CREAM

Positively Expires Dec. 31, 1915

Details Ready for Mailing Nov. 5 Write at Once

A. S. HINDS

18-20-22 WEST ST. PORTLAND, MAINE

TEACHER: "What lessons do we learn from the attack on the Dardanelles?"

Prize Scholar: "That a strait beats three kings, dad says."—*Judge.*

WITH many people when they contract a cough or cold the first remedy thought of is "a stick of licorice."

You can cash in on this demand by displaying "Y. & S." stick licorice on your counter.

"Y. & S." licorice is put up in 5-cent boxes, each one of which is in a dust-proof and sanitary package. Forty-four individual boxes come packed in an attractive counter display carton which instantly compels attention.

"Y. & S." stick licorice is manufactured by the National Licorice Company and is sold by wholesale druggists in all cities of the United States and Canada.

JUNIOR: "So you didn't propose to her, after all?"

Weed: "No. And I'm not going to. When I got to her house I found her chasing a mouse with a broom."—*Puck.*

"FATHER, I had a fight with Percy Raymond to-day."

"I know you did," replied the father soberly. "Mr. Raymond came to see me about it."

"Well," said the son, "I hope you came out as well as I did."—*Ladies' Home Journal.*

IRATE PARENT: "What do you mean by holding Willie Jones down in the mud and skinning his nose?"

Young Culprit: "It wasn't my fault he got his old nose skinned. The mud where I had him was soft, but he kept wriggling around and hit his beak on a rock."—*Richmond Times-Dispatch.*

GRADUATES of pharmacy colleges, and unregistered men generally, who desire to review their knowledge preparatory to taking the Board examination appreciate "Board Questions Answered."

This book contains the complete sets of examinations given by ten different boards of pharmacy, together with comprehensive answers to the questions. It is not a quiz compend, but is intended solely as a help to students of pharmacy who wish to gain an idea of the sort of questions likely to be asked by Board examiners and the way the questions should be answered.

"Board Questions Answered" sells for $1.50 postpaid. Address E G. Swift, P. O. Box 484, Detroit, Mich.

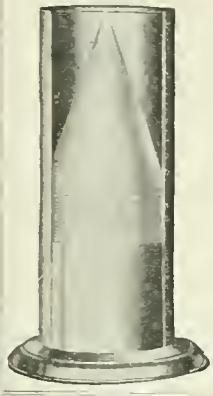
MOTHER: "Yes, little Arthur here has quite made up his mind to become a minister. Now tell the pastor why you want to be a clergyman."

Arthur: "'Cos it's so tiresome sitting down in church and listening. I want to stand up in the pulpit and holler!"—*Northern Baptist.*

VORTEX SANITARY SERVICE

REDUCED IN PRICE.

Realizing the necessity for the lowest possible cost of a Sanitary Soda Fountain Service, and enjoying an enormous increase in the volume of business, induces us to make a big reduction in the prices of our PARAFFIN PAPER CUPS, which becomes effective



DECEMBER 1st, 1915.

You can increase your business and decrease the cost of your service by installing our System, thereby satisfying the ever increasing popular demand for better sanitation in Soda Fountain Service.

Ask your jobber for our new prices, and if he will not supply you—write us.

THE VORTEX MFG. CO.

CHICAGO.

CHICAGO BRANCH OF THE A. PH. A.—The first monthly meeting of the Chicago Branch of the American Pharmaceutical Association was held Tuesday evening, October 18, with an attendance of 150 pharmacists and students of pharmacy.

The discussion centered about the Illinois State Board of Pharmacy examinations. Leo L. Mrazek, Frank J. Butler, and Wm. J. Clancy, members of the Board of Pharmacy, addressed the meeting, presenting the scope of the examinations, the nature of the questions asked, and the why and wherefore of the legal testing of the knowledge of candidates for the profession of pharmacy.

"Profit Producers" and "Love's Fruit Tablets" are synonymous. The attractive appearance of the tablets makes initial sales easy and their true fruit flavor insures repeat customers.

Love's Fruit Tablets are offered in eight flavors—lime, wild cherry, hoarhound, orange, raspberry, chocolate, and assorted. They come packed in 5-pound bottles, 12 bottles to the case. Advertising matter is included.

For prices to the trade, address F. S. Love Manufacturing Co., Johnstown, Pa., and mention the BULLETIN OF PHARMACY.

ROEMMICH: "Who gave you the black eye?"

Lippman: "No one, I had to fight for it."—*Drug Club Booster.*

WILLIE: "Pa, where is Atoms?"

Pa: "Atoms, my son? What do you mean?"

Willie: "The place where everything gets blown to!"—*Woman's Home Companion.*

THE regular winter night class at the Northern Illinois College of Ophthalmology, Chicago, Ill., starts on Monday, January 3, 1916. Prospective candidates for admission should write for a prospectus to President G. W. McFatrich, M.D., Masonic Temple, Chicago, before that date.

Correspondence and attendance courses are offered throughout the year, and any one interested in the profession of optometry should send for a prospectus today.

"YOU are careful to set an example for your son?"

"I used to try to set him an example," replied the serious man, "but now I study him attentively to ascertain what kind of clothes I ought to wear and the style of conversation that is considered smart."—*Washington Star.*

SOME one noticed that Pat was ambidextrous.

"When I was a boy," he explained, "me father always said to me: 'Pat, learn to cut yer finger-nails wid yer left hand, for some day ye might lose yer right hand.'"—*Boston Transcript.*

Capital Stock—Cooperative Fire Insurance for Druggists.

How much is it worth to you to have insurance which is not merely solvent under ordinary conditions, but which is prepared to meet any emergency? A Policy in the A. D F I. Co gives you Capital Stock protection of the highest reliability, and at the same time makes you a saving of 25 per cent in premium cost.

SURPLUS TO POLICYHOLDERS OVER $300,000.00

LICENSED AND OPERATING IN 34 STATES.

Ask for our proposition on your store—a post-card will bring it.

The American Druggists' Fire Insurance Co.

1004-1005 Mercantile Library Bldg., CINCINNATI, OHIO.

CUSTOMER: "What! Fifteen cents a pound for sulphur! It's outrageous! I can go across the street and get it for ten"

Druggist: "Yes—and I know where you can go and get it for nothing."—*Life.*

MAUD: "Miss Olden thinks that hotel clerk just lovely."

Ethel: "Why so?"

Maud: "He wrote opposite her name on the hotel register Suite 16.—*Brooklyn Eagle.*

Do you know that it is possible to give away a complete aquarium containing two goldfish with every 25-cent purchase of cough syrup or other specialty, provided you sell a box of fish food at ten cents?

By so doing you are not only building up a good trade in your pet specialty but are also establishing a permanent fish food business.

How is it done? Turn to the ad. of J. J. Wade & Co., Toledo, Ohio, which appears on another page of this issue. The explanation given there will surprise you.

TEACHER (relating an experience with a tramp): "And then I fainted."

Small Boy (excitedly): "Wid yer right or wid yer left?"—*Harper's Magazine.*

"WELL, George," said William, as they met in the street, "how is Arthur going on now?"

"Oh, much better!" replied George. "He has been in the country for seven days to regain his strength."

"That's funny! I should have thought seven days in the country would have made one week!"—*Rural Life.*

RIGHT now you are probably considering ways and means to secure more business during the coming year—to make additional sales to the customers who enter your store daily.

Attractive fixtures almost invariably "ginger up" business. They create a desire to buy on the part of the customer.

"Victor" and "Olympic" sectional drug store outfits are attractive. They solve the fixture problem for you quickly, satisfactorily and at a positive saving of from 10 to 20 per cent when compared with prices charged for similar outfits made to order.

"Victor" and "Olympic" outfits are always in stock, in golden oak, ready for immediate shipment through your jobber. The workmanship and material are of the highest quality and there is a special outfit for your store no matter how large or how small it is.

Your favorite drug jobber will supply you with catalogue No. 14, an 80-page illustrated book, containing specifications and full particulars of "Victor" and "Olympic" outfits. Or write direct to the Benderscheid Mfg. Co., 2800-2826 No. 9th Street, St. Louis, Mo.

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe

Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.

You can safely recommend it
Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY

Sole Proprietors
44 East 23rd Street, - - - New York
BRANCH OFFICES:
Paris, France - - 42 Rue du Marche
London, England - 11 Queen Victoria Street
Sydney, N. S. W., Australia, 416-418 George Street
All Jobbers Sell It

"Oh, no!" soliloquized Johnny bitterly; "there ain't any favorites in this family. Oh, no! If I bite my finger nails I get a rap over the knuckles, but if the baby eats his whole foot they think it's cute."—*Ladies' Home Journal.*

"Buy now—begin to pay April 1, having the use of the goods until that time," says the Puffer Manufacture Co., concerning its "sealed" soda fountains.

All Puffer fountains are lined with copper or Vulcan, materials that will be in perfect condition years after those of galvanized iron or zinc are scrapped. Coolers are sheet-tin lined, not merely tin-washed.

Cove flashing, easily cleaned and eliminating sharp corners, is supplied in Puffer fountains. Tumbler washers, disher and spoon vats are of solid German Silver and are made flush with the workboard, thus excluding all crevices for the accumulation of dirt.

The "Sealed" construction saves an enormous quantity of ice, and insures perfect sanitation.

A catalogue illustrating Puffer fountains and describing the many advantages claimed for them can be obtained by writing the Puffer Manufacturing Co., 51 Portland Street, Boston, Mass.

There are compensations in all things. When women get the suffrage they won't want to be moving all the time, for fear of losing their votes.—*Puck.*

"Fools rush in where angels fear to tread."

"I know. What place have you been kicked out of now?"—*Chicago News.*

Wanted—A genuine bookkeeper; one who can milk a cow, chop wood, play the piano, and rock the cradle. Box 23, Dilley, Tex.—*Advertisement in the San Antonio Light.*

You can buy Pond's Extract Company's "Vanishing Cream" to net you a profit of 75 per cent.

Let Lamont, Corliss & Co., Dept. S., 131 Hudson Street, New York City, supply you with particulars of the free deals showing this liberal margin.

"How can a man be as stupid as that fellow and live?"

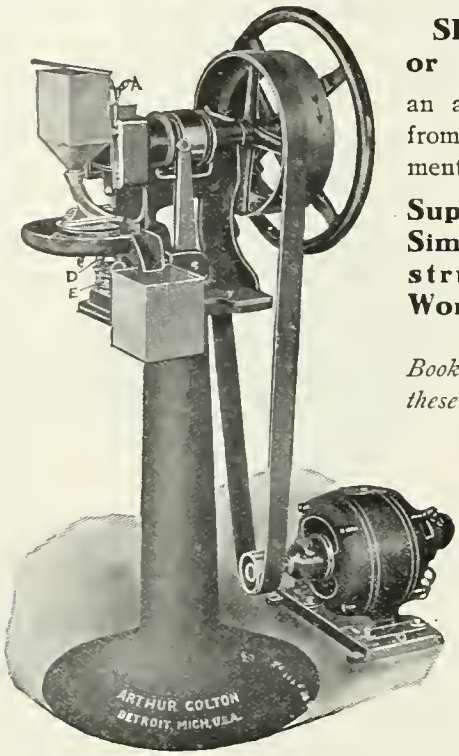
"Some of the men at the club have a theory that he was raised on a vacuum bottle."—*Judge.*

Biggs: "You lucky chemists never have to look on the dark side of things."

Jiggs: "How so?"

Biggs: "Why, you fellows simply take a piece of magnesium and make light of it."—*Meyer Bros. Druggist.*

TABLET MACHINES



SINGLE PUNCH or ROTARY TYPE

an assortment to select from to suit your requirements. Our claims are

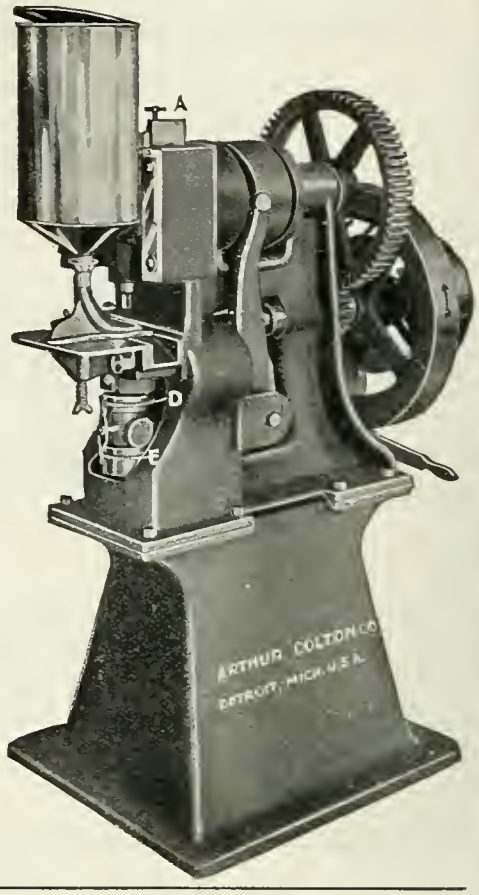
Superior Designs, Simplicity in Construction, Good Workmanship.

Booklet fully illustrating these sent on application.

ARTHUR COLTON CO.

Manufacturers of

Pharmaceutical Machinery and Laboratory Appliances



794 JEFFERSON AVE. • DETROIT, MICH., U. S. A.

QUARTERLY MEETING OF THE A. D. F. I. CO.—The executive committee of the American Druggists' Fire Insurance Co. met in Cincinnati on October 29-30. It was decided to hold a convention of the company's State agents at Cincinnati in May, 1916, for the purpose of discussing ways and means for giving even better and greater service to the drug trade. This convention of State agents will also be made the occasion for properly commemorating the tenth year of the company's existence. The opening up of business in the States of Louisiana, Maryland, and Oregon found final consideration and approval, as did also the appointments as State agents of F. C. Godbold of New Orleans, E. Frank Knight of Baltimore, and Carl A. Plath of Klamath Falls, respectively for Louisiana, Maryland, and Oregon.

During the first nine months of the year the company wrote insurance amounting to $12,241,851.89. On September 30 the company had business in force amounting to $15,927,036.39, of which business there had been reinsured $2,116,709.50. The fire losses for the first nine months of the year amounted to $30,707.28. The total expenses for the same period amounted to $39,720.22. During this time the company saved its policyholders in their premium cost the sum of $42,-030.71.

On September 30 the total assets of the company amounted to $405,621.62. The liabilities, not including Reinsurance Reserve, amounted to $2,689.87, showing a gross surplus of $402,931.75, leaving, after deducting the Reinsurance Reserve of $70,666.86, a net surplus as to policyholders of $332,264.89.

"PAPA, what is a pessimist?"

"A pessimist, my son, is a man who does not believe that his make of motorcar is better than anybody else's."—*Judge.*

THE MEEK ONE: "My wife says I'm a "worm."

The Friend: Why don't you retaliate?

The Meek One: Why, if I "turned" she'd be sure of it.—*Puck.*

REGULARLY making window displays of Pluto Water is fast becoming a habit with druggists who are striving to increase sales. The use of the artistic, forceful window material supplied connects the stores with the extensive publicity campaign carried on by the bottlers of Pluto Water and almost invariably attracts new customers.

A postal card addressed to the French Lick Springs Hotel Co., French Lick, Indiana, will bring details of the way to secure the display for your store.

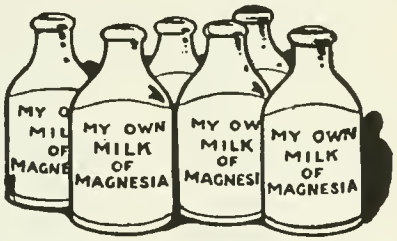
"My wife," said Mr. Clark, "sent two dollars in answer to an advertisement of a simple method of getting rid of superfluous fat."

"Was the information what she wanted?" asked Mr. Simmons.

"Well, she got a reply telling her to sell it to the soap man."—*Zenith.*

With the money you pay for this

You can make this



And increase your Milk of Magnesia profits just that much. It costs you no more to make six pints of your own Milk of Magnesia than it does to buy one or two of the prepared Milk. The process is simple; to 480 grains of Mattison's MAGMA Magnesia (Calcined) add 15 fluid ounces of pure water. The result is a pint of the purest-cleanest Milk of Magnesia that has ever passed over your counters.

Why persist in paying big prices for Milk of Magnesia when you can make your own at five cents a pint? Order from your jobber today—a pound of

Mattison's Magma Magnesia (Calcined)

The only Calcined Magnesia that meets the U. S. P. requirement. It becomes colloidal upon the addition of water.

There is BIG profit ahead for you. Let your doctor patrons know what you are doing—Bring Milk of Magnesia to the attention of your general patrons—You'll not only boast Milk of Magnesia sales but you'll save at least four-fifths of the price of prepared milk, if you use MATTISON'S MAGMA MAGNESIA (Calcined). Order yours today or send 10 cents for enough to make one full pint.

KEASBEY & MATTISON CO., Ambler, Pa.

TEACHER: "What is nitrate of soda?"

Phyllis: "I don't know. The drug store near our house is only open in the daytime."—*Youngstown Telegram.*

BIX: "You used to walk in your sleep. Do you still do so?"

Dix: "No, I take carfare to bed with me now."—*Boston Transcript.*

THE special offer of free goods with orders for Hinds Honey and Almond Cream positively expires on December 31, 1915. To insure acceptance all orders must be sent to A. S. Hinds, 18-22 West Street, Portland, Maine, before that date.

Eight different offers on Hinds Cream are made, one of which is just suited to your requirements. The free goods furnished with orders for the Cream consist of Hinds Cold Cream, Hinds Cream Soap, handsome calendars, art plates and samples of Hinds Cream. An assortment of show cards, counter cards, booklets and book-marks is included with each order.

If you want to take advantage of this offer, send to-day for complete details.

"Is your son going to try for the football team this year?"

"I'm afraid so."—*Gargoyle.*

"PA suggested that in conducting our club paper, each should take a department with which she was most familiar."

"Then, dear, wouldn't you like to have charge of its make-up?"—*Baltimore American.*

WHEN druggists see a remedy prove its intrinsic value by accumulating a repeat business, they cannot help but look to the article as a one-out-of-a-thousand success.

Kondon's Catarrhal Jelly is that kind of a success. After 25 years it is going bigger this year than ever before. Nor is this due entirely to the intrinsic perfection of the product. Advertising, of course, is a big part of the power behind. The Kondon people have distributed over 100,000,000 booklets. Between now and March over 6,000,000 samples and books are going out. In the Pacific coast territory alone 700,000 booklets are being distributed.

And all that is backed by strong newspaper advertising of a kind so honest and clean that it attracts the favorable attention of thinking men. For instance, here is what the president of a big fertilizer company voluntarily wrote to the Kondon Company at Minneapolis: "I was in St. Louis last August, and got a small package of Kondon's Catarrhal Jelly and liked it very much. I want more. I spent quite a number of years in the drug business and I recognize in your product a very valuable combination."

SHORTER BOOKKEEPING FOR DRUGGISTS

Do you want to simplify your store accounting?
Do you want to know exactly each day just how much you have made in net profits?
Do you want to know which department is making money and which is not?
Do you want to know exactly how many turn-overs you are enjoying on every article you handle?

It is absolutely essential that you know these things if you wish to conduct a really successful store. Proper bookkeeping is worth as much to you as your location, your show-cases or your soda fountain. Too many druggists are drifting along with little or no knowledge of sales and expenses. They do not know whether they are going ahead or going backwards.

We have just compiled a new and complete book, giving concise and detailed information on just how a druggist can simplify his store accounting. It is the most valuable book that has ever been published on Bookkeeping for Druggists. You cannot possibly afford to do business without this book, as the information it contains will be worth thousands of dollars to you in the course of the next few years and may mean the success or failure of your business.

PRICE, FIFTY CENTS

Write your name on the enclosed coupon and return it to us with 50c in stamps and we will see that this book is mailed you immediately.

THE RETAIL DRUGGIST

60 W. Lafayette Ave., DETROIT, MICHIGAN.

THE RETAIL DRUGGIST,
60 Lafayette Ave., Detroit, Mich.

Gentlemen:

Enclosed find 50c in stamps, for which please send us your valuable book on "Shorter Bookkeeping for Druggists."

Very truly yours,

Name _____

Address _____

A most important message from one of the world's greatest business men appears elsewhere in this issue of the Bulletin of Pharmacy. It is an inspiring statement from John H. Patterson, head of The National Cash Register Company, regarding present business conditions in this country.

Mr. Patterson's company has 800 salesmen who are necessarily constantly in touch with the financial affairs of retail dealers in all lines. Recently these 800 men met in a salesmen's convention at the main office of the company at Dayton. They were quizzed regarding conditions in their various territories and Mr. Patterson's statement is based on their reports.

The statement will be found in the advertising pages of this issue, and incidentally let it be said that The National Cash Register is spending a total of $200,000 for advertising space to place this announcement before the business men of the country at this time. Read this interesting message and then spread its gospel in your town and locality. You might well tear out the advertisement and display it in your show window.

The National Cash Register Company will send you a new booklet if you will address the main office, Dayton, Ohio, mentioning the Bulletin.

Rural Party: "Two third-class returns."

Ticket Agent: "Where to?"

Rural Party: "Why, back 'ere, o' course, ye fule!"—*Puck.*

"Every time Dubson opens his mouth he gives himself away."

"Even at that, he's no philanthropist."—*Birmingham Age-Herald.*

Does This Confirm Your Judgment?—It will be gratifying to pharmacists who have chosen Circle A Corks for their prescription work to know that their judgment has been confirmed by the authorities of the Panama-Pacific Exposition; in other words, to learn that Circle A Corks have been awarded the Grand Prize—the highest possible award and the only grand prize given prescription corks at the exposition.

Of course, this honor does not enhance the quality of the brand. If that were possible, it would have been done long before the exposition was conceived. But it is a fitting recognition of "the standard prescription corks of America."

The hotel was not a very good one and the traveling men knew it. Nevertheless they were obliged to go there when they came late at night to the little town. In the middle of the night one of them was dimly conscious that something was wrong. Suddenly he realized that the trouble came from a leaking gas-jet.

"Wake up, Bill!" he shouted, shaking his friend violently. "The gas is escaping!"

"Well," growled Bill, "can you blame it?"—*Ladies' Home Journal.*

Y & S STICK LICORICE

Put up in 5c. Boxes

A Dust-Proof and Sanitary Package

The Old Fashioned Remedy for Coughs and Colds

MANUFACTURED SOLELY BY

NATIONAL LICORICE COMPANY

For Sale by Wholesale Druggists in all Cities of the United States and Canada.

PALMIST (to customer): "The life line in your hands tells me that you will die in a year!"

"Good gracious, in a year?"

"Yes, but I can't say in which."—*London Mail.*

WHEN a customer is in doubt what to purchase as a Christmas present for another, particularly wife or mother, why not suggest a "Viko" aluminum hot water bottle? There is certainly nothing more seasonable or that will be more appreciated as a gift in the winter time. You will find that your sensible suggestion will be readily accepted.

"Viko" hot water bottles are packed in beautiful holly cartons for the Christmas season. If you are one of those who have not yet stocked a few of these attractive bottles, write at once to the manufacturers, Aluminum Goods Mfg. Co., Manitowoc, Wis.

Besides making the "Viko" bottle, this company manufactures aluminum goods of all kinds, including aluminum boxes, screw caps, tubes, combs, shaving mugs, soda glass holders, collapsible drinking cups, etc., all of which are listed in a new general catalogue, now ready for distribution. You should have a copy. Send for one to-day.

HEIRESS: But you must keep our engagement a strict secret.

Impecunious Suitor: From all but my most insistent creditors, dearest.—*Boston Transcript.*

"CHEER UP, old boy," advised the married man. "You know 'tis better to have loved and lost than never to have loved at all."

"Yes," agreed the rejected suitor, jingling a bunch of keys in his pocket, "better for the florist, the confectioner, the messenger boy, the restaurant waiter, the taxicab man, the theatrical magnate and the jeweler."—*New York American.*

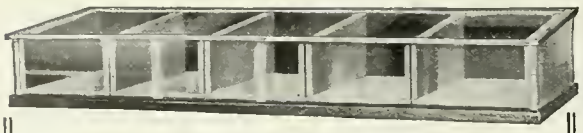
THE Geeorge R. Fuller Company of Rochester, N. Y., manufacturers of the well-known "Walkeasy" artificial leg, has moved its store and factory to a new building at 230 Andrews Street. New and improved machinery for the manufacture of artificial limbs, trusses, crutches, elastic hosiery, abdominal supporters, arches for flat feet, shoulder braces, spinal braces, hospital supplies, etc., insures increased promptness and efficiency of service. Readers of the BULLETIN OF PHARMACY are especially invited to call at the new home of the company whenever they are in Rochester.

MABEL had been experiencing camp life for several days with her parents, when she said to her mother.

"Things are awfully hard to find in a tent, aren't they?"

"I don't think so," the mother replied. "What gives you that idea."

"Oh," said Mabel, "there aren't enough places to look."—*Judge.*



Putting Brushes and Combs "On the Map"

HERE is a case specially designed for brushes and combs, and with it you can make a *real showing* of these articles. A big show-case is too valuable to use for these goods—and it does not display them well. Trays on top of a case make the goods look "shop-worn." In this new case they are well displayed—well protected—and take up a minimum of space. This case is 36 inches long. There are five drawers, with glass fronts, as shown. All plate construction, with ground and polished edges. Every person entering your store is a "prospect," and with this case you will make the largest possible number of sales. Price only $9.50.

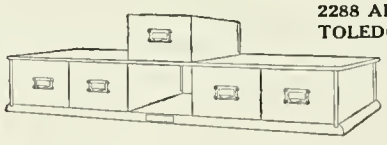
YESBERA TOLEDO

Extra Sales Tables.

AT Xmas time—and frequently during the year—you need extra space for the display of goods. A few aisle tables "fill the bill." They cost little—can be packed away—and are easy to move. We make them in all styles and sizes, and can make *immediate shipments* from our big reserve stock. Shipped knocked-down to take a low freight rate. The coupon will bring full particulars.

THE YESBERA MFG. CO.

2288 Albion St.
TOLEDO, OHIO.



Back View Brush and Comb Case

COUPON

THE YESBERA MFG. CO.,
2288 Albion St., Toledo, Ohio:

Kindly send us, without obligations, printed matter on the items checked.

- ☐ Aisle Tables
- ☐ Display Soda Tables
- ☐ Tooth Brush Cases
- ☐ Metal Furniture
- ☐ Show Cases
- ☐ Brush and Comb Cases

Name_____

Address_____

SHE: "Women are more resourceful than men."

He: "I guess that's right. A man has to get his clothes made to fit his shape, but a woman can get her shape made to fit her clothes."—*Philadelphia Record.*

THE CONKLIN PEN CONSUMER-POLICY WINS CUSTOMERS.—Herewith we show the upper portion of a Conklin Pen advertisement which appeared in the leading November magazines.

Absolute satisfaction is guaranteed the user of every Conklin self-filling fountain pen. There are no strings whatever tied to the guarantee. Any purchaser who is not thoroughly pleased with his Conklin may return it to the dealer from whom he purchased or to the Conklin Pen Mfg. Co., Toledo, Ohio, and receive a new pen free of charge or get his money back.

There can be no question but that this unlimited confidence displayed in their product by the Conklin people will result in increased sales for Conklin merchants. No prospective fountain pen purchaser will have any reason for holding back, because he will take no risk whatever when he buys a Conklin.

In our opinion this liberal policy should be the means of making many new friends among both merchants and fountain pen users. A catalogue and complete description of free Christmas sales helps will be mailed any dealer who writes to The Conklin Pen Mfg. Co., Toledo, Ohio. Send for yours now.

DRUG CLERK WROTE "DIE WACHT AM RHEIN."—A little while ago France belatedly honored the author of the "Marseillaise." A poor drug clerk wrote "Die Wacht am Rhein," which is to Germany what the "Marseillaise" is to France.

This humble apothecary's clerk, who lived in obscurity and died without dreaming of the posthumous honor that would attach to his name, was Max Schneckenburger.

This may be said to be the semi-centenary of "Die Wacht am Rhein" as the real, if unofficial, national anthem of the Germans, for it was just 50 years ago that the anthem leaped into popularity when sung by the League of German singers at Dresden. Previous attempts to popularize the hymn had practically failed, but at Dresden it was greeted with uproarious applause, and from that city it spread through all the German states. The Franco-Prussian war made it more popular than ever, for it became the marching song of the victorious Teuton troops.

Max Schneckenburger, who wrote the words, was a native of Thalheim, Württemberg. He wrote the poem in 1840, when he was working as an apothecary's assistant in Berne, Switzerland. At that time there was much talk of war between France and Prussia and German song writers were turning out anthems by the score. "Die Wacht am Rhein" was lost in this mass of patriotic hymns and attracted little attention.

Schneckenburger died in 1849 and his passing attracted no attention. His song remained, however, and the beauty and power of "Die Wacht am Rhein" attracted the attention of Carl Wilhelm, a composer of little note, who made a living as a liedertafel leader. Wilhelm composed music for Schneckenburger's song, and it was first performed in public in 1854 as a part of the musical program of the celebration of the twenty-fifth wedding anniversary of the Prussian crown prince, afterward Emperor William I.

After this "Die Wacht am Rhein" again lapsed into obscurity for a decade, only to be revived by the League of German singers in Dresden in 1865. Carl Wilhelm, the composer of the music, died in 1873, shortly after the imperial government had granted him a pension of 3,000 marks per year. Wilhelm lived to hear the song shouted by a multitude of marching men, but poor Schneckenburger was denied all knowledge of the greatness of his work.—*New York World.*

A YEARLY profit of $12.00 and only $2.00 tied up in stock at any time.

That is your profit if you buy and sell a dozen bottles of Mrs. Winslow's Soothing Syrup every thirty days. And the extensive advertising campaign carried on by the manufacturers make it possible for you to dispose of the twelve bottles each month.

Ask the Anglo-American Drug Co., 215-217 Fulton Street, New York City, for dealer's helps and particulars of the company's advertising campaign.

So you think the office sometimes seeks the man?"

"You bet! Our office has spent five thousand trying to find our last cashier."—*Folio of Fun.*

Kwik-lite

THE QUALITY FLASHLIGHT

MAKES A GIFT
GLADLY WELCOMED

FOR BIG HOLIDAY SALES

HAVE YOUR STOCK COMPLETE
AND WELL DISPLAYED

The exceptional quality and design of KWIK-LITE cases and the new and attractive finishes make an irresistible appeal to discriminating people who desire to make useful and attractive gifts.

The Christmas demand for KWIK-LITE is sure to be large. Be ready with a full stock and you will reap big profits.

Feature These KWIK-LITE Specialties They Meet The Holiday Need:

Metal Tubular and Vest Pocket styles in nickel, statuary bronze, gun metal and gold.

There is a convenient KWIK-LITE for every purpose: in the home or factory, on the farm or highway, in the woods or on the water.

SEND IN YOUR ORDER TO-DAY. BE READY.

If you are not familiar with KWIK-LITE, The QUALITY Flashlight, let us send you our 32-page catalogue describing 65 styles and finishes—many of them new and improved models; also guaranteed KWIK-LITE Batteries and Mazda Lamps.

We have an attractive introductory offer.

THE USONA MFG. CO., Inc.

315 S. St. Clair St.
Toledo, Ohio.

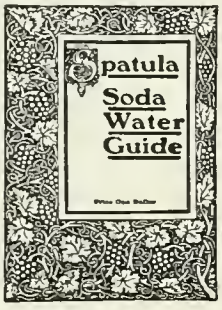
Wells-Fargo Bldg.
San Francisco, Cal.

No. 1 Hudson Street
New York City.

Scarf Pins with Moving Eyes

Just the thing for clerks and bosses in drug stores as they represent the emblem of poison as used in pharmacies. This particular pin was designed especially *for subscribers of the SPATULA.* It is made in both dark German silver finish and in gold plate. Take your choice. They are so made that the eyes inside the skull oscillate with every movement and show the fire of the stones. They are wonderfully interesting and fascinating and are sure to please both the wearer and his friends. The price for one is 50c. State which kind you want. To any one who will send us $1.00 (Foreign 5/6) for *a new subscription to the SPATULA and will ask for it,* we will send one of these pins with our compliments.

THE SPATULA SODA-WATER GUIDE for many years has been recognized as the most exhaustive, most practical, and in every way the best book of the kind on the market. Entirely rewritten, brought thoroughly up to date (1915). Its author, Mr. E. F. White, is recognized as the most accomplished soda-water expert in the world, and in his book are thousands of suggestions and formulas that are to be found nowhere else. 160 large double-column pages, 10½x8, bound in an attractive cover. Post-paid, $1.00 (Foreign 4s.); with SPATULA 1 year, $1.50 (Foreign 8s.).



300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L., Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9¼ x 7 and 120 illustrations. Printed on the best of white paper and bound in a handsomely ornamented cover. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with THE SPATULA 1 year, $1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with THE SPATULA 1 year, $1.35 (Foreign 7s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. Heavy coated paper. The handsomest and most useful book on the subject published. 120 pages. Price $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

☞Send a 2-cent stamp for Spatula Soda Girl in colors on cardboard, sample copy of Spatula and catalogue of books.

THE SPATULA, 2 Sudbury Building, BOSTON.

THE CHARLATAN'S DICTIONARY.—"A Few Definitions Not Taken From Dorland or Dunglison" is the subtitle of the following written by E. N. Walker, M.D., and printed in a recent issue of *The Medical Council*:

1. Professional Ethics.—A system of pernicious professional opinion which tends to limit and hamper the doctor's activities.

2. Ethical.—Anything a doctor can do without being caught.

3. Unethical.—That which a doctor is afraid to be caught doing.

4. Examination of Patient.—An opportunity to impress the patient and his friends with the doctor's intuitive knowledge of his ailment.

5. Diagnosis.—Anything to tell the patient which will satisfy him and keep him coming back.

6. Successful Treatment.—Any treatment under which the patient does not die immediately.

7. Abortive Treatment.—Any treatment of a disease which was not present.

8. Masterly Management of Case.—That by which patient is persuaded that you were indispensable.

9. An Established Practice.—One consisting of a sufficient clientage of fool women.

10. Surgical Disease.—One affecting a person who has the price of an operation.

11. Appendicitis.—Any trouble located between the lower ribs and the lower end of the pocketbook.

12. Salvarsan.—A recent and sure cure for a plethoric purse.

13. Hemorrhoids.—A disease usually located in the mind end of the specialist, but occasionally found near the other end of the patient.

14. Grateful Patient.—One who has not yet found out how badly he has been fooled.

15. Surgery.—A skilful method of getting more than the work is worth.

16. Surgeon.—An artisan who separates the patient from his bank roll and divides the plunder with his doctor. Also an M.D. who does whatsoever his hands find to do.

17. Ethical Publicity.—Getting on the front page of the newspaper for nothing.

18. Unethical Advertising.—Inconspicuous "ads" for which real money was paid.

19. Medical Society.—An association of polite enemies.

20. Medical Society Paper.—A method of telling other doctors what they already know and what the writer does not know.

21. Successful Operation.—One in which the wound is closed before the patient breathes his last.

22. Cancer.—Any lump or scab about which the patient is uneasy.

23. Sure Cancer Cure.—One which removes warts without recurrence.

24. Wise Patron.—A parent who summons the doctor every time baby bumps his nose—and pays the bill without complaint.

25. Damphool.—The same kind of parent if he does not pay.

26. Consumption (First Stage).—That which ails a patient in whom the doctor can find nothing wrong.

27. Insurance Examiner.—A physician who finds nothing wrong with the applicant.

28. Pension Examiner.—Ditto.

29. Taking a Vacation.—Giving the other fellow an opportunity to win away your patrons.

30. Post-Graduate Work.—An expensive method of advertising.

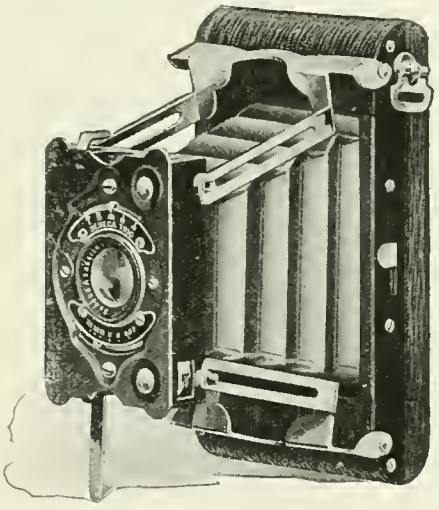
31. Drug Clerk.—A young man who knows more than the doctor.

32. Nature.—The friend and savior of the malpractitioner, the aid of the wise physician, and the sole stand-by of the quack.

33. Millennium.—The time when all doctors' bills will be collected.

THE VEST POCKET SENECA FOR WINTER PICTURE TAKING.—Small cameras are becoming more popular every day with the picture-taking public, and the convenience of a good pocket instrument is especially appreciated in cold weather when people don't like to carry a large camera in their hands. For the many people who desire to take winter scenes the vest pocket camera, with a good lens, fills the need.

A vest pocket camera which has lately been placed on the market is the "Little Indian," manufactured by



Vest Pocket Seneca Camera.

the Seneca Camera Mfg. Co., 303 State Street, Rochester, N. Y. This camera will fit into the vest pocket or into the woman's handbag and takes a picture 1⅝x2½ inches. The instrument varies in price from $7.00 to $22.50, according to the speed of the lens which is used, but with any lens the small details of the picture are brought out so that a good enlargement may be made if desired.

The Seneca company is offering a $50 assortment of cameras and supplies to the druggist on trial. These goods make a display which has proved a successful selling force in many stores.

OFFICE BOY: "Mister Jones, why do you treat our stenographer so much better than you do your wife?"

Employer: "Because, Bobby, I can dictate to her!"—*Erie Review.*

GALAC-TENZYME
SALINE LAXATIVE
SODUX-YLIN
INTESTINAL ANTISEPTIC
SALITHIA
THALOCAL
WATCH THESE SIGNALS
Clear the Track For a Busy Year
Be Prepared for the Demand
Lay in an ample stock of the best remedies. Abbott's preparations (signalled above) are the best in every respect—highest quality and efficiency, largest demand, biggest percentage of profit. They are the ones that will be called for the most, and that you will make the biggest money on, IF YOU HAVE THEM IN STOCK.
"There is a tide in the affairs of men"—you know the rest. This is the tide. Take it at its flood.
Your Jobber is Stocked.
THE ABBOTT LABORATORIES
[THE ABBOTT ALKALOIDAL CO.]
Ravenswood, CHICAGO.

WATCH THESE SIGNALS
CLEAR THE TRACK FOR CALCIDIN
COMING FAST
DANGER!
Of what? Danger of losing business, if not of losing lives, through your unpreparedness, if you fail to stock yourself with CALCIDIN for the needs of the winter, when bronchitis and croup and grip are rife. You know these needs in advance; forestall them.
If Russian factories had furnished their armies with munitions, there would have been a different story to Galicia. If you fail to furnish CALCIDIN whenever and wherever it is needed, the doctors in your locality will go elsewhere for it, for CALCIDIN THEY MUST AND WILL HAVE. The health and the lives of their patients depend upon it.
Stock Up with Calcidin NOW
Anticipate the demand. Make sure of your profits. Insure against loss.
THE ABBOTT LABORATORIES
[THE ABBOTT ALKALOIDAL CO.]
Ravenswood, CHICAGO

Learn to Fit Eyeglasses

Our regular Winter Night Class Starts

JANUARY 3rd, 1916

Correspondence and Attendance Courses throughout the Year.

NORTHERN ILLINOIS COLLEGE OF OPHTHALMOLOGY

G. W. McFATRICH, M.D., Pres.

MASONIC TEMPLE, - CHICAGO, ILL.

(Made in U. S. A.)

LOVE'S FRUIT TABLETS

Are Profit Producers —they sell!

Druggists Everywhere find them great repeaters

Flavors—Lime, Wild Cherry, Lemon, Hoarhound, Orange, Raspberry, Chocolate, or Assorted.

IN 5-POUND BOTTLES
12 Bottles to the Case

Advertising Matter Included.

F. S. Love Manufacturing Co.
Confectioners,
JOHNSTOWN, - PA.

THE teacher was hearing the history lesson. Turning to one of the scholars, she asked:

"James, what was Washington's Farewell Address?"

The new boy rose with a promptitude that promised well for his answer.

"Heaven, ma'am," he said.—*Current Opinion.*

SODA GLASSES AND CLEANLINESS.—The following two paragraphs are taken from an article which appeared in a recent issue of *The Soda Fountain:* "Dr. Louis I. Harris, a New York City physician, interested in public health work, and particularly in the sanitary and scientific, yet practical handling of goods, has devoted considerable attention to sanitation at the soda fountain. Dr. Harris believes that the glass methods employed by some of the best soda fountains in the city defeat themselves. Rush hour conditions occasion a complete breakdown, and often the cleaning process, though advertised, is incomplete and does not accomplish the results desired.

"'Filthy glasses are possible under present conditions even in stores where soda is dispensed in dry polished glasses,' asserted Dr. Harris.. 'Did you ever see them wash their glasses? Do you know under what conditions they do it? What kind of towels do they use? How about the people who handle the glasses? Suppose the soda glasses were really cleaned, what about the condition of the shelf upon which they are displayed? Is it covered with dust? What about the purity of the ice the glasses are buried in in summer?"

To the druggist who wishes to supply his patrons with sodas and sundaes in really sanitary containers, the Vortex sanitary soda-fountain service should offer an easy solution of the problem.

Vortex paper cups are made for sodas and sundaes in regulation sizes for use in Vortex metal holders only. They are paraffined on the outside only, and sealed without glue, thus rendering them absolutely odorless and sanitary. They meet every requirement of existing or proposed soda fountain laws, and the most exacting demands of scientific sanitation.

The Vortex system not only eliminates sloppy conditions of the fountain and tables and the danger from chipped glass, but it also saves loss in breakage of glassware, the use of hot water, the expense of glass-washing and twenty-five per cent in the labor of serving.

For prices and a circular illustrating the perfect Vortex service address the Vortex Mfg. Co., 412-420 Orleans St., Chicago, and mention the BULLETIN OF PHARMACY.

"You say the cyclone carried your house and barn to a neighboring town, several miles distant?"

"Yes," replied the Kansas man. "But I'm not worrying any. That town's going to be the county seat some day."—*Birmingham Age-Herald.*

"So you have got back from your fishing trip. Were the fish biting?"

"No, but my wife's comments were."—*Baltimore American.*

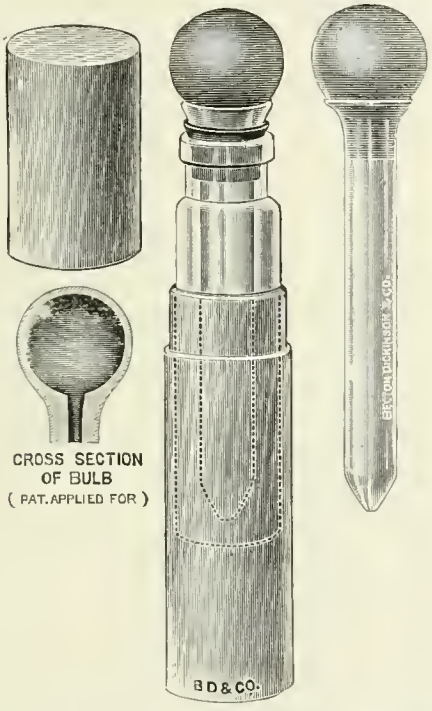
ASEPTO URETHRITIS SYRINGES.—Many of the syringes prescribed by the medical profession for injection into the male urethra are of the piston type, and have proven a source of much annoyance and negative results.

As the uneven working of the piston makes it difficult to regulate the pressure, the medication is often injected into the urethra with such force as to lacerate the delicate mucous membranes of the canal. Through these lacerations, gonococci and other germs frequently penetrate to the deeper tissues, thus increasing the possibility of a chronic condition.

To overcome these serious difficulties, Becton, Dickinson & Co., of Rutherford, N. J., offers the Asepto Urethritis Syringe, No. 204, illustrated herewith.

The bulb permits a gentle regulation of the injection, and by simply exhausting the air in the bulb, the desired quantity of fluid is drawn into the barrel.

The neck of the bulb is so designed that the fluid



The Asepto Urethritis Syringe Outfit complete. The syringe itself is shown at the right (one-half actual size).

cannot flow from the barrel into the bulb. Injection can be made from practically any position desired. The capacity of the syringe is ¼ ounce. The Asepto Syringe outfit, No. 204/C, also reproduced on this page, consists of Asepto Syringe No. 204, a glass bottle holding about 30 Cc. (3 full injections) and a wooden box. The bottle is made air and water tight by the rubber washer about the syringe barrel.

Because No. 204/C may be carried inconspicuously and because it facilitates safe and sanitary administration of the prescribed medication by the patient, it is a material aid to the physician and the patient.

Asepto Syringes for physicians' and female uses are also supplied by Becton, Dickinson & Co. Prices of the various Asepto syringes and a circular fully illustrating them will be sent to any druggist who writes to the company and mentions the BULLETIN OF PHARMACY.

"Wherever there is a case of enfeebled digestion, there is a case for Benger's Food."

BENGER'S

Reg. U.S. Pat. Off.

Food.

For Infants, Invalids, and Aged Persons,

and all whose digestive functions have become weakened by accident, pain or illness.

¶ Benger's Food is consistently advertised to the U.S. medical profession. It is sold throughout the world in sealed tins.

Druggists' sample, with literature mailed free. Showcards and advertising material on application to

BENGER'S FOOD Ltd., 92, William St., NEW YORK.
(Headquarters—MANCHESTER, ENGLAND)
Distributing Agents: E. FOUGERA & CO.,
90, Beekman Street, NEW YORK.

81U.S.

NEW SIZE

ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

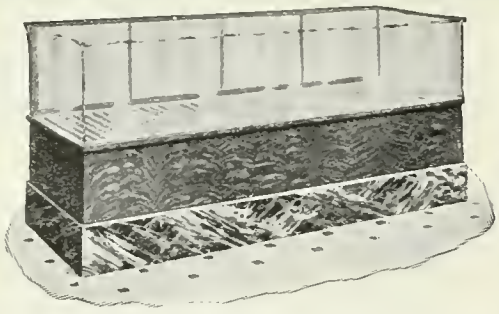
We will continue to manufacture our regular $2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

Order from your jobber to-day.

Small Size $8.00 Doz. Regular Size $16.00

Attractive literature on request.

ECKMAN MFG. CO., Philadelphia, Pa.



How Long Have Your Show Cases Been On The Job?

This is not a personal question, but the fact is, hundreds of stores are in the following predicament and don't seem to know it:

They started out years ago with the finest store furniture money could buy. Their merchandise is just as good to-day as it ever was. *The "furniture" has never been changed.*

Meanwhile, store equipment has been steadily improving from year to year. Other things being equal, the store that has the best show cases, and consequently the most attractive merchandise display, is in line for the business.

Mind you, we don't know that ***your*** show cases need replacing. It only occurs to us that they ***may***. In any event, Catalogue 22 may give you an idea that you can turn to account. We'll send you a copy on request.

QUINCY SHOW CASE WORKS

QUINCY ILL.

PITTSBURCH, PA.: 949 Penn. Ave.

JACKSONVILLE, FLA.: 116-118 E. Forsyth St.

WICHITA, KANS.: 301 Beacon Building.

OKLAHOMA CITY, OKLA.: 208 N. Robinson Ave.

DALLAS, TEXAS: 408-408 S. Lamar St.

EASY TO SELL

Because it is a reliable, quick-acting Laxative that is pleasant to take and has no bad after effects.

EX-LAX

The Sweet Chocolate Laxative

has become a self-selling staple that makes satisfied customers and allows the Druggist a handsome profit.

EX-LAX MANUFACTURING COMPANY

29-31 DeKalb Avenue Brooklyn, N. Y.

CHICAGO OFFICE: 208 N. 5th Ave.

SAN FRANCISCO OFFICE: 1119 Fillmore Street.

"How did the robber act?" asked the curious one of the holdup victim.

"Oh, he was calm and collected," retorted the victim, mindful of his empty pockets.—*Buffalo Express.*

CHRISTMAS SHOPPERS are likely to be foot-sore after a day spent in making the rounds of stores. Their feet will be crying for relief.

At that time a display of Perfection air cell arch cushions where the shoppers can see it will lead to easy sales and help to build up a profitable, year round side-line.

Perfection cushions are made of the finest quality of leather, with a pneumatic cushion-back. This cushion is composed of numerous small rubber teats, each one an air cell, which produce a comfortable springy feeling and at the same time perfectly ventilate the shoe. Perfection cushions contain no metal but are flexible, bending to the play of the muscles and bones of the foot, thereby correcting weak arches by easy support.

The Elastic Tip Company, 370 Atlantic Avenue, Boston, Mass., will send you full particulars and trade prices on this popular 50-cent seller. Writing to-day will get you in line for increased Christmas business.

TOBACCO AS A MEDICINAL AGENT.—Jean Nicot, whose name will live as long as civilization endures, because from it was derived the word nicotine describing one of the active principles of tobacco, concerned himself chiefly with the supposed medicinal virtues and wrote much in praise of the marvelous curative virtues which he believed it to possess. It was, in fact, largely because of its supposed value as a curative agent that the honorable introduction of tobacco into Europe was due.

Tobacco was freely employed by physicians, and in a short time came to be looked upon by all classes as a sort of panacea for all diseases.

Medical writings of the early years of tobacco in Europe fairly teem with allusions to tobacco, or Sana Cancta, the holy herb, as it was frequently termed, as a specific for various diseases. It was a frequent ingredient in the prescriptions of that period, and was also used in the form of a decoction made by boiling a quantity of tobacco, adding sugar, and drinking the liquid either hot or cold.

Used as ointment or lotion tobacco was regarded as a sovereign specific for gout, while the fumes of tobacco smoke were prescribed as cure for catarrh, hoarseness, pains in the head, lungs, breast or stomach. Tobacco wine, made by steeping tobacco in Spanish wine, was recommended as a cure for dropsy.

Sailors were advised to chew tobacco as a cure and preventive against scurvy. Tobacco was also used as a remedy for ague and shaking palsy, for indigestion, nervousness, and toothache. Dr. Edmund Gardiner, in a medical work published in 1610, gives many prescriptions for the cure of different diseases in which tobacco was the principal ingredient. Among other things he declares:

"A sirup made of the decoction of this herb with

sufficient sugar and taken in very small quantities dischargeth the breast from phlegmatic matter."

Dr. Gardiner also set forth that "A tobacco ointment taketh away all paines of gout," and in conclusion asked, "What is a more noble medicine or more readie at hand than tobacco?"

A massive volume entitled *Tabacologia,* was issued by John Neander, a German physician in Bremen, in 1622, prescribing preparations of tobacco as remedies for practically every disease then known. Most physicians of that period supported these reports, freely prescribing tobacco and testifying to its merits as a medicine.

Tobacco continued to be prescribed for various diseases up to the early part of the 19th century, when it gradually disappeared from the Pharmacopœia.

Many physicians of the present day, however, make free use of tobacco as a poultice for external application, while experiments have been made in laboratories from time to time with a view of obtaining from tobacco a germicide for use in various diseases.

Smoking is also frequently prescribed by some of the most eminent modern physicians as a sedative, who generally admit its beneficial action in times of mental distress and anxiety.—Karl Frerick in *Tobacco.*

WINTER WINDS cause throat irritations—and create a lively demand for Alkalol.

Alkalol in the eight-ounce bottle costs $4.00 a dozen—in the sixteen-ounce package, $6.75 for the twelve bottles.

At your jobbers or from the Alkalol Company, Taunton, Mass.

MOTHER-IN-LAW: "The doctor said I was all run down and needed strychnine as a tonic. Now I don't want to take too much. How big a dose do you recommend?"

Son-in-Law (hopefully): "I wouldn't take more than a teaspoonful to begin with."—*Good Health.*

DID you ever have a gallon of aromatic elixir nearly filtered, only to find that the point of the filtering paper had sprung a leak, and made repeating of the process necessary?

Prat-Dumas French filtering paper prevents all that—the special method of manufacture insures a paper of uniform toughness that is almost leak-proof if ordinary care is used in handling it.

Prat-Dumas French filtering paper is obtainable through your jobber, and each package bears the blue guarantee stamp of the sole American agents, E. Fougera & Co., Inc., 90 Beekman Street, New York City.

MR. SUBUBS: Maria, the next time you ship a crate of chickens out here, see that they don't get loose. I've spent the day scouring the neighborhood and have only been able to locate 10.

Mrs. Sububs: Sh! Quiet, John. I only shipped out six!—*The Fancier.*

ARE you obtaining your share of Profits on the sale of Mineral Oil—universally endorsed for constipation and kindred ills?

HYGINOL MINERAL OIL

is a super-refined, pure white oil of the first quality, U. S. P. Standard.

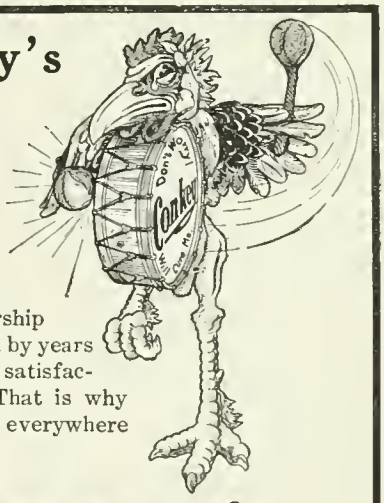
Send us your order for 1 doz. 16-oz. bottles at $8.00, delivered.

Ask for our price list on the Paragon Products and interesting booklet, "What the Paragon Trade Discount Coupons Mean to You."

The Berlin Laboratory, Ltd.

373 Fourth Ave., - NEW YORK.

Conkey's Remedies Lead the Procession



Their leadership has been gained by years of efficient and satisfactory service. That is why poultry owners everywhere look upon

Conkey's

POULTRY REMEDIES AND TONICS

as Standard. They know that each Remedy cures not by chance but because it has been carefully and scientifically compounded.

The Conkey line should be on your shelves. It will work for you every month in the year and will make new customers and boosters for your store. Drop us a card today and insure yourself a bigger income during 1916.

THE G. E. CONKEY CO.,

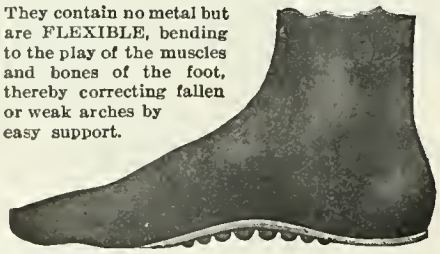
5007 Conkey Bldg., CLEVELAND, O.

PERFECTION

AIR CELL

ARCH CUSHIONS

They contain no metal but are FLEXIBLE, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY

370 ATLANTIC AVE., - BOSTON, MASS.

All About The Harrison Law

We have just printed a booklet entitled "Observing the Harrison Law." What the druggist must do to conform to the act and the rulings is made very clear. Every point is covered in detail. Troublesome questions are clearly explained. Everything is carefully classified and indexed so that one may turn quickly to any phase of the subject that he is particularly interested in. Sent for 25 cents, post-paid.

E. G. SWIFT,

P. O. Box 484. Detroit, Mich.

DRUGGIST PREVENTS AUTOMOBILE THEFT.—On Saturday night, October 23, John Culley, proprietor of the Culley Drug Co., Ogden, Utah, started out to become famous, says the *Ogden Examiner*.

In his pursuit of laurels that might have made him famous as a thief catcher, he accomplished the following achievements in the order herewith recounted:

Broke the world's record for the long high jump with flying start, by jumping in one bound from his front porch clear of his front lawn to a mark half-way between the curbing and his front lot line.

Exceeded the world's sprint record by making four blocks in the general direction of his stolen and disappearing automobile in considerably less than nothing flat.

Stopped, captured and lost two automobile thieves both bigger than he himself.

Recovered his stolen car, and

Qualified for the hospital by acquiring sundry black and blue spots at various spots between the thigh and the ankle.

Saturday night Mr. Culley's car stood outside his residence while he was entertaining friends inside. He heard the motor start and went to his front door to investigate. He saw the car moving down the street with two strange figures in the front seat.

Fortunately the thieves could not unravel the speed control and managed to throw the car only into the intermediate. When they saw the owner was gaining on them, both men jumped from the car and started a foot race. Culley grabbed them, but they evaded him. Culley might have caught them again, he is sure, had he not tripped over a rise in the pavement and stretched headlong, bruising his kneecap and hurting other portions in the vicinity of said cap.

At any rate he caught up with the car and returned home in it.

He states that it is positively so, that he once caught both men and that he would have held them, too, had they not jerked away from him.

As proof of this point he offers in evidence the fact that he recovered his car.

TO INTRODUCE its line of "It-Za" specialties, the Druggist Products Co., 108 N. 5th Street, Philadelphia, Pa., announces some decidedly attractive prices on numbers in its line.

For $1.00 the company will send 3 dozen menthol inhalers, or 3 dozen packages toothache wax, or 3 dozen packages of liver pills.

The Druggist Products Co. sells sundries, chemicals and rubber goods and will be pleased to send literature or quote prices to BULLETIN readers.

MR. POPINJAY: "Woman's curiosity amuses me."

Mrs. Popinjay: "Ah! By the way, what is that stain on your hand?"

Mr. Popinjay: "Paint. I was coming by Blabson's fence, and I just touched my finger to it to see if it was dry."—*Woman's Journal.*

University of Michigan College of Pharmacy News.—October 5 was the opening day for the forty-eighth session of the College of Pharmacy. The registration exceeds that of any previous year, one hundred and sixteen students being enrolled, which is sixteen in excess of last year's enrolment at this time. Over half the students have elected the four-year course leading to the degree of Bachelor of Science.

A silver loving cup, to be known as the A. B. Prescott Scholarship Cup, will be awarded by the national organization to the chapter of Phi Delta Chi which ranks highest in scholarship. The chapter winning it for three years in succession will be entitled to retain it permanently. Azor Thurston, of the class of '84, has established a "Scholarship Prize" of $25, which will be awarded annually to the active chapter of Phi Delta Chi which obtains the highest average grade.

The campaign for the $1,000,000 Michigan Union Club House is well under way, and there is every prospect that the money will be fully raised. The Board of Regents at its last meeting voted to heat and light the building, which is equivalent to a gift of $200,000.

Prof. A. B. Stevens has been sojourning in California during the summer. He is developing a lemon grove in the beautiful country about Escondido. His wife and son are located there permanently.

Clarence F. Ramsay, B.S., '09, and Dr. A. Clover are joint authors of an article on the "Acidity of Hydrogen Peroxide" which appeared in the September number of the Proceedings of the A.Ph.A.

Wilbur F. Jackman, A.B., '86, of Detroit, Mich., formerly professor of pharmacy at the University of Maine, has associated himself with Prof. Charles H. Rogers, Ph.C. '11, on the teaching staff of the newly organized College of Pharmacy of the University of West Virginia, Morgantown, W. Va.

It has recently been announced that Frederick F. Ingram, B.S.'11, has taken unto himself a wife. Mr. Ingram has taken a very active interest in the firm of Ingram & Co., Detroit, and has demonstrated that he possesses the business qualities which entitle a man to be called a "live wire."

In the extensive advertising campaign which is now being conducted by the Eckman Mfg. Co., of Philadelphia, the attention of your customers is called to both sizes of Eckman's Alterative—the regular $2.00 package which costs $16 a dozen, and the new $1.00 size which costs $8.00 a dozen.

You can cash in on this nation-wide advertising by displaying Eckman's Alterative conspicuously and by distributing the attractive literature furnished by the manufacturers.

Jobbers everywhere stock Eckman's.

A man who was reprimanded for swearing replied that he did not see any harm in it.

"No harm in it!" said the minister. "Why, do you know the Commandment, 'Swear not at all'?"

"I do not swear at all," said the man. "I only swear at those who annoy me."—*Tit-Bits.*

A
real
pyramid
of profits
will come to
you if you realize the importance
of making customers
so satisfied that they
will come again and will
send others to your store.
You can work toward that
happy goal by pushing this
25-year-old, money-back-if-not-satisfied remedy

KONDON'S
CATARRHAL JELLY

MINNEAPOLIS, - MINNESOTA.

MONEY SAVED
BY BUYING VICTOR SECTIONAL DRUG OUTFITS

VICTOR SECTIONAL DRUG OUTFITS supply everything in fixtures for drug stores at 10% to 20% less cost than similar outfits made to order.

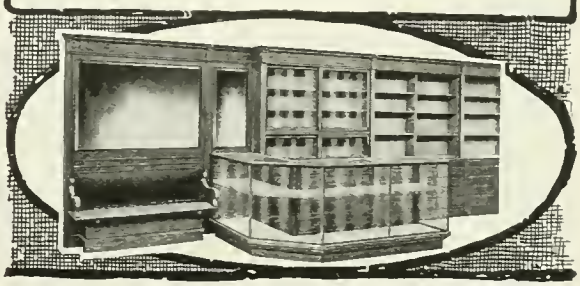
These sectional outfits—richly and exclosively designed, and finished in Golden Oak, are constantly carried in stock, ready for immediate shipment. This prevents delay in filling orders—a thing that busy business men appreciate. Other finishes to order.

No matter what your store—large, small or irregular in shape—there is a Victor Combination that will exactly meet your needs.

The fixture illustrated below represents the front end of a drug store, fitted completely with our popular Victor style. Nothing more attractive can be imagined. All Victor outfits conform in every way to the high Benderscheid standard.

Write to your jobber for our catalog No. 14, containing photographs, specifications and full particulars.

BENDERSCHEID MFG. CO.
2800-2826 N. Ninth St., ST. LOUIS, MO.
The only exclusive manufacturers of Drug Fixtures and Show Cases in the United States.

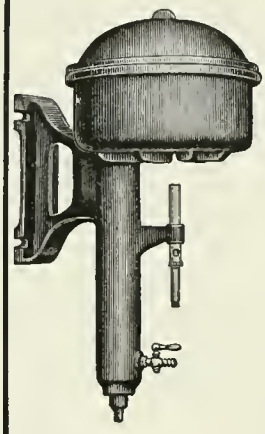


PRAT-DUMAS FRENCH FILTERING PAPER

We are the sole agents for U.S.A. for this famous brand, and you can be sure of obtaining the original-genuine by looking for our blue guarantee stamp.

SOLE AGENTS
E. FOUGERA & CO. INC.
90 BEEKMAN ST. NEW YORK
INSIST ON THE GENUINE

DISTILLED WATER



AT

2c Per Gallon

Guaranteed By

STOKES AUTOMATIC WATER STILLS

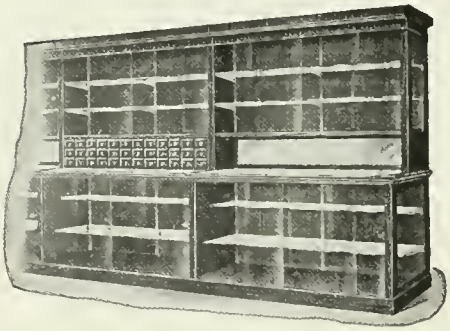
Price Only $18.

F. J. Stokes Machine Co.

PHILADELPHIA, PA.

ATTRACTIVE DISPLAY

THE MOST ESSENTIAL POINT IN MODERN MERCHANDISING



We Manufacture Complete Store Equipment

WRITE FOR OUR CATALOGUE.

SAGINAW SHOW CASE CO., Ltd.

SAGINAW, MICH.

THE Walrus Mfg. Co., of Decatur, Illinois, are not only extensive manufacturers of soda fountains and store fixture equipment, but are specialists in laboratory work for universities, high schools and other institutions in need of such equipment.

Recently an order was placed with the Walrus Company, by the authorities of the State of Illinois, for the entire equipment for the new chemistry building for the University of Illinois, located at Urbana.

This equipment will comprise about seventy carloads of fixture work, such as chemistry tables, lockers, alberene slabs, steam traps, water faucets for hot, cold and distilled water, and other equipment required in a modern school of chemistry.

L. G. Gray, secretary and general manager of the Walrus Mfg. Co., has returned to the factory at Decatur, Illinois, after an extended trip through the western States and the Pacific coast country, where he called upon the many distributors of Walrus Soda Fountains located in the various cities.

While in the West, Mr. and Mrs. Gray attended the forty-first convention of the National Wholesale Druggists' Association held at Santa Barbara, the Walrus Mfg. Co. being associate members of that organization. A great many members of the association are distributors of the Walrus product.

THE PRESIDENT AS AUTHOR.—The distinguished author of "When a Man Comes to Himself"—Woodrow Wilson—recently received a copy of this book, in which

You Cannot Lose a Cent

This old, strong company, which never quibbles nor side-steps, puts the most positive kind of a guaranty

on Pinex

"Complete satisfaction or money back" goes with every package, and we stand behind you for the full retail price. No lost profits. Pinex sales increase steadily year by year. It's as staple as cotton, wheat, or sugar.

The Pinex Company,

Ft. Wayne, Ind.

B-D
TRADE MARK

As applied to fever thermometers is a recognized mark of quality and permanent accuracy among Fever Thermometer users.

Write for particulars about this interesting line—find out why it is a profitable one for you to stock.

Becton, Dickinson & Co., RUTHERFORD, N. J.

There's a style of B-D Fever Thermometer for every Fever Thermometer need. Sold only through dealers.

fifty-one members of the Yonkers Y. M. C. A. had written their names. The President wrote the following letter in acknowledgment: "Will you not say to the gentlemen whose names are on the flyleaf on this book how much I am interested that they should have read it, and express to them my hope that the doctrine preached in this little essay may seem to them worthy of something more than a passing thought. Cordially and sincerely yours,

(Signed) WOODROW WILSON."

HOUSEWIVES will appreciate an opportunity to buy "Solderall." It instantly mends and stops leaks in all kinds of household utensils, including those made of tin ware and agate ware. It is invaluable for repairing toys, metal ornaments, umbrella ribs, etc.

"Solderall" is distributed by the Emenar Co., 44 E. 23rd Street, New York City, in collapsible tubes at the price of $2.00 a dozen. Your jobber can supply you.

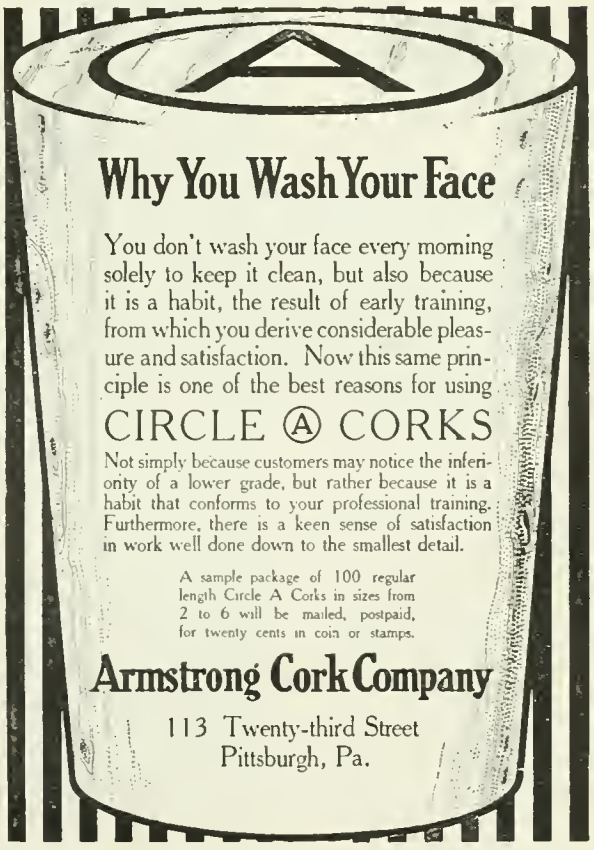
A WELL-KNOWN banker in a down-town restaurant was eating mush and milk.

"What's the matter?" inquired a friend.

"Got dyspepsia."

"Don't you enjoy your meals?"

"Enjoy my meals," snorted the indignant dyspeptic. "My meals are merely guide-posts to take medicine before or after."—*New York World.*


Why You Wash Your Face
You don't wash your face every morning solely to keep it clean, but also because it is a habit, the result of early training, from which you derive considerable pleasure and satisfaction. Now this same principle is one of the best reasons for using
CIRCLE Ⓐ CORKS
Not simply because customers may notice the inferiority of a lower grade, but rather because it is a habit that conforms to your professional training. Furthermore, there is a keen sense of satisfaction in work well done down to the smallest detail.
A sample package of 100 regular length Circle A Corks in sizes from 2 to 6 will be mailed, postpaid, for twenty cents in coin or stamps.
Armstrong Cork Company
113 Twenty-third Street
Pittsburgh, Pa.

Your Percentage of Profit

increases with

Volume of Sales

on the aggressively advertised, full-priced

PLUTO WATER

Our advertising campaign direct to the medical profession will bring you many prescriptions. The uniformly gratifying experience of thousands of progressive druggists insures YOUR success.

Pluto display material establishes your store as a distinctly high-class pharmacy.

Investigate our quantity lot discount and send for our full window display free on request.

French Lick Springs Hotel Co.

FRENCH LICK, INDIANA

N. B.—Order now for shipment between the cold snaps to avoid freezing en route.

PEERLESS BRAND

CORKS

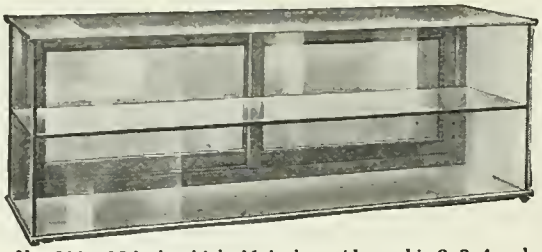
Manufactured expressly for the

Finest Prescription Trade.

THE J. H. PADDOCK CO.,

Bush Terminal, - Brooklyn, N. Y.

Boost Your Sales With All-Glass Top Cases



No. 200. 12 inches high, 11 inches wide, and in 2, 3, 4 and 5 feet lengths. Other sizes and styles to order.

Constructed entirely of polished plate glass cemented together. Ornamental in appearance and inexpensive in price.

The best medium for displaying small articles. Utilizes space that otherwise is wasted.

A money maker for the merchant. Send for catalogue and prices.

The Columbus Show Case Co.

COLUMBUS, OHIO.

FATHER: Could young Perkins support you in the style to which you have been accustomed?

Ethel: Of course, pap; he has compromised twice with his creditors for three cents on the dollar.—*The Tatler.*

CATNIP, for generations, has been recognized as an important tonic and condition for cats, especially those in city homes where, from lack of room, the animals fail to get the exercise necessary for good health.

This lack of space in which to roam has been largely overcome by the invention of the Catnip Ball, an exerciser for cats and kittens. The exerciser is a catnip-filled ball having perforations through its shell which enable the cats to get a faint odor of catnip. The animal, in an effort to get at the catnip contained in the rolling ball, chases and propels the toy in lively fashion, thus securing ample exercise, and, incidentally, furnishes lots of fun for the onlooker.

Catnip Balls are supplied to the trade by Dr. A. C. Daniels, Inc., 172-174 Milk Street, Boston, Mass.

NIECE: "I do think you are clever, aunt, to be able to argue with the professor about sociology."

Aunt: "I've only been concealing my ignorance, dear."

Professor Bilks (gallantly): "Oh, no, Miss Knowles. Quite the contrary, I assure you."—*Boston Transcript.*

MAKE FOUNTAIN PEN PROFITS WITH the Pen with the Magic Button

Simple
Satisfactory
Material and Workmanship
absolutely guaranteed.

THE A. A. FOUNTAIN PEN
always ready for service.

DIP IN THE INK—TWIST THE BUTTON—IT'S FILLED.

There is at least one pen point to suit every customer in each of our assortments of self-fillers, lower end joint, middle joint, and safety fountain pens.

Attractive display cases free. Write to your local jobber or to us for prices and trade discounts on this

PROFITABLE LINE

Arthur A. Waterman & Co.
Established 1895
22 Thames Street, - New York City

Not Connected with The L. E. Waterman Company

ESSENTIAL OILS

THE **D & O** BRAND

THE STANDARD OF QUALITY

Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.
NEW YORK

Q: "What is the first thing that you would say to a Twilight Baby?"

A: "Does your mother know you're out?"—*Everybodys.*

"Window Displays for Druggists" has now reached its third edition—a convincing proof of its practicability and usefulness for the retail druggists.

The book contains clear-cut photographic reproductions and painstaking descriptions of 115 easy-to-reproduce window displays. The displays are all practical ones. Their trade pulling powers have been proven by trial.

Calendars suggesting articles for display every week of the year, a collection of money-getting slogans for show card use, and many other helps to enable you to get the best returns from your window space are also included in the book.

E. G. Swift, P. O. Box 484, Detroit, Mich., will send you the volume, post-paid, for $1.00.

"Pa, what is meant by 'emoluments of office?'"

"That's a high-sounding word used frequently by politicians to denote their pay, my son, and it's like charity."

"How's that, pa?"

"It covers a multitude of sins."—*Birmingham Age-Herald.*

"PERFECT PAKT" OVAL

Insures against Dust, Dirt, and Breakage.

Better than any other carton on the market.

Eliminates wrapping paper.

Eliminates breakage.

Extra long tapered corks.

Packed in regular size cases.

Machine made.

Send us the name of Your Jobber.

SKILLEN-GOODIN GLASS CO.,
YORKTOWN, IND., U. S. A.
(Muncie)

POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF

MEDICINAL,
PHOTOGRAPHIC
AND TECHNICAL
CHEMICALS

In original and broken packages.
We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.

CONSOLIDATED
FRUIT JAR CO.

Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS
for Cans and Tooth-powder Bottles,
Talcum Powder Tops.
Aluminum Collapsible Drinking Cups.

ALSO FULL LINE OF
Plain and Decorated Collapsible Tubes, Cast Metal Sprinklers, Soda Holders, Bitter Tubes, and all kinds of Sheet Metal Goods.

Essential Oil Coppers.

Prices Furnished on Application.

Main Office,
New Brunswick, N. J.
New York Office,
290 Broadway

Ask Your Jobber for Prescription

TREFOIL M TREFOIL TRADE MARK

CORKS

TREFOIL B TREFOIL TRADE MARK

MANUFACTURED BY
R. W. McCready Cork Company,
CHICAGO, ILL.

"Now, Willie," said the teacher, "if eggs were 60 cents a dozen, and your mother had 20 cents, how many eggs would you have for your breakfast?"

"No eggs," answered Willie, "We'd have mush."—*Grocery World.*

For Acetic Acid Producers.—John F. Seyfried & Sons, 23-24 Eldon Street, London, E. C., announce that they desire to purchase large quantities of acetic acid, both pure and commercial. The 80 per cent strength, in free barrels, is preferred. Lowest prices and other particulars should be sent immediately.

This concern is also desirous of securing sole United Kingdom agencies for important American firms and invites correspondence from large houses.

"I'll give that waiter," said a customer in a quick-lunch room, "an order that will simply paralyze him."

"What will you have, sir?" presently asked the waiter.

"Bring me," said the would-be tormentor, "some *verulam* and *ova.*"

"Yessir." And the waiter, a seedy-looking man, went away with a twinkle in his eye, and returned with a large plate of something hot.

"Here y'are," he said. "Eggs and bacon. In ordinary English a shilling, but in classic form three-and-six. *'Verba rebus aptare,'* as we used to say at college. Anything else, sir?"—*Tit-Bits.*

Whitney Glass Works

ESTABLISHED 1775.

Glass Bottle Manufacturers

FLINT AMBER GREEN

Also Manufacturers of

Machine Made Bottles
Narrow and Wide Mouth
by the

Celebrated "Owens" Process

which produces uniformity in

HEIGHT WEIGHT CAPACITY

Superior Bottles in Every Feature

OFFICES:

New York Philadelphia Chicago

FACTORIES AND HOME OFFICE:
GLASSBORO, NEW JERSEY

YOU TOO CAN HAVE A 50% INCREASE IN BUSINESS
STATEMENT
INCREASE 50%
With Brenard's New Trade Extension Campaign you can get the people to spend their money freely—you can force your sales—you can have the biggest business in your history—you can turn your season's goods into cash quick—you can dispose of your odds and ends and slow sellers at full retail price—you can get a lot of ready cash quick—it is a plan that will give you a big lead over competition.
We Grant Exclusive Use Of Our Plan
Don't let your competitor beat you to it.
Write to-day for a full and complete explanation of just how it works.
Remember that it will cost you nothing to investigate it first. Address your letter to
$2,347.82 Cash Receipts in One Day
J. A. Halberg writes:—
"My cash receipts in one day were $2,347.82. Probably one-third of this was on book accounts. During the time I had your plan in operation the people of this community deposited $2,275.00 with me to be traded out later."
BRENARD MFG. CO.
IOWA CITY IOWA

"Well, Dinah, how are you and your new husband getting along?"

"Firs' rate, Miss Betty. I been 'greeably 'sprised in dat man."

"Does he treat you all right?"

"Yessum. He sho do, and I ain't had ter hit 'im but one time. I never seed er nigger learn as quick as he do."—*Birmingham Age-Herald.*

Prescribed by and consistently advertised to the medical profession for over 35 years, Benger's Food for infants, invalids, and aged persons has won a prominent place on the display shelves of druggists who are looking for quick profits.

To still further promote its sales, Benger's Food, Ltd., 92 William Street, New York City, furnishes show-cards and advertising material free of charge to druggists.

Why not send for these helps to-day?

Druggists Interested in Theater Venture.—A new ground-floor theater, up-to-date in every respect and capable of seating 1400 people, is to be built in Portland, Maine, shortly. Prominent in the new company financing the deal, and the biggest investors, are the Wolf Brothers, who own and conduct a drug store at the corner of Center and Fore Streets in the city of Portland.—*Bangor (Maine) Commercial.*

Flower City Oval

YOU

want good bottles.

Why not be sure of getting them by placing your order with a first-class factory?

Send for Price List or Samples.

We use small size cases.

Order NOW.

F. E. REED GLASS CO.,

Rochester, N. Y.

It fits any drawer.
It holds any shop label.
Labels can not be mixed up or lost.
Keeps them flat, clean and in plain sight.
The Friend of the Busy Druggist.

The Economical Label Holder

Will convert any drawer in your counter into an ORDERLY, SAFE and CONVENIENT RECEPTACLE FOR your LABELS

EACH HOLDER has a capacity of from 200 to 250 gummed shop labels. Screw a sufficient number of these inexpensive Label Holders to the bottom of your label drawer, insert your labels and there you are, a NEAT, EFFICIENT and ECONOMICAL LABEL CASE. **$1.75 per doz.**

MERCHANTS PUBLISHING COMPANY
Manufacturers of Druggists Labels and Boxes. KALAMAZOO, MICH.
Correspondence Invited from Salesmen Calling on Drug Trade

DIGALEN "ROCHE"

PANTOPON THIOCOL
SEDOBROL LAROSAN

now available

AT THE SAME PRICE *as before the war*

The Hoffmann-LaRoche Chemical Works, - NEW YORK.

PROFESSOR: "From what time does anesthesia date?"

Student: "From the time of the Garden of Eden. God removed one of Adam's ribs but placed him in a deep sleep before the operation."—*Christian Record.*

FITTING snugly on your display counters and utilizing space that would be wasted otherwise, all-glass top cases boost sales by affording the best medium for displaying small articles.

The "No. 200" top case manufactured by the Columbus Show Case Co., Columbus, Ohio, is constructed entirely of polished plates of glass cemented together to form a display cabinet 12 inches high, 11 inches wide, and either 2, 3, 4 or 5 feet long, as desired.

A catalogue and prices of the "No. 200" and other styles and sizes will be sent upon application to the company.

"I LOST a dollar at the matinee this afternoon," remarked the fleshy woman to her husband, "and I never was so angry in my life."

"How'd it happen?" asked the man.

"I dropped it in the aisle," she answered shortly, "and I looked for it|. That's all I could do."

"Did you look good?" persisted the head of the house.

"Did I look good!" shrilled the woman, really angry now. "I looked as good as a fat woman crawling around on all fours ever does."—*Collier's Weekly.*

"HAVE you any one in court who will vouch for your good character?"

"Yis, your honor," quickly responded the Celt; "there's the sheriff there."

Whereupon the sheriff evinced signs of great amazement. "Why, your honor," declared he, "I don't even know the man."

"Observe, your honor," said the Irishman, triumphantly, "observe that I've lived in the country for over twelve years and the sheriff doesn't know me yit! Ain't that a character for ye?"—*Tit-Bits.*

CRÊME ELCAYA is sold by every large dealer in the United States and, with possibly seventeen exceptions, is retailed by all at full price.

Aren't these facts sufficient to convince you that Elcaya profits are desirable and easy to obtain.

Let James C. Crane, 108 Fulton Street, New York City, explain the Elcaya proposition and tell how he coöperates with you to increase sales.

BRIDGET: "The new neighbors want to cut their grass, mum, and they sent over to ask the loan of your lawn-mower."

Mistress: "Lend them our lawn-mower to cut grass on the Sabbath! Certainly not! Tell them, Bridget, that we haven't one."—*Boston Transcript.*

SPECIFY
P-W-R
CHEMICALS

ALKALOID CODEINE SULPHATE
MORPHINE SULPHATE
QUININE SULPHATE
STRYCHNINE
BISMUTH SUBNITRATE
POTASSIUM IODIDE
MERCURIALS
ACID CITRIC
IODINE RESUBLIMED
ETHER FOR ANÆSTHESIA
PURE POTENT UNIFORM
COMPLETE LIST ON REQUEST
POWERS-WEIGHTMAN-ROSENGARTEN CO.
New York PHILADELPHIA Saint Louis

THE NEW METAL SOLDER THAT BUILDS BUSINESS!

SOLDERALL comes in collapsible tubes. Squeeze a little out—apply a little heat and you have a perfect job of soldering. Every housekeeper can now repair pots, pans, etc. Solderall is a pure tin solder combined with a non-corrosive flex. Ready for instant use. Its quality and convenience means a steady repeat business.

1 Doz. in Display Carton: Price, $2.00. Order from your Jobber.

THE EMENAR CO., Inc., 44 E. 23rd St., - NEW YORK CITY.

PURITY
Highest
QUALITY
Guaranty

ESSENTIAL OILS

FRITZSCHE BROTHERS, New York

BRANCH OF SCHIMMEL & CO. LEIPZIG

THE Wife: "I sold a lot of your manuscripts this morning."

The Author: "Fine! What did you get for it?"

The Wife: "The junk man allowed a half a cent a pound."—*Fun.*

IF you are interested in the manufacture of medicinal tablets on a large scale you should send for a copy of the booklet issued by the Arthur Colton Co., 794 Jefferson Avenue, Detroit, Mich.

The booklet illustrates and describes a complete assortment of tablet machines of both the single punch and rotary types, which the company claims to be of superior design, simple construction, and uniformly good workmanship.

A HOSPITAL surgeon was imparting some clinical instruction to half a dozen students who accompanied him on his rounds. Pausing at the bedside of a doubtful case, he said: "Now, gentlemen, do you think this is or is not a case for operation?" One by one the students made their diagnosis, and all of them came to the conclusion that it was not. "Well, gentlemen, you are all wrong," said the wielder of the scalpel, "and I shall operate to-morrow."

"No, you won't!" exclaimed the patient, as he rose from his bed. "Six to one is a good majority. Give me my clothes."—*Argonaut.*

YELLS from the nursery brought the mother, who found the baby gleefully pulling small Billy's curls.

"Never mind, darling," she comforted. "Baby doesn't know how it hurts."

Half an hour later wild shrieks from the baby made her run again to the nursery.

"Why, Billy," she cried. "What is the matter with the baby?"

"Nothing, muzzer," said Billy calmly, "only now he knows."—*Harper's Weekly.*

POULTRY OWNERS everywhere look upon Conkey's poultry remedies and tonics as standard. Years of satisfactory results have convinced the owners that the Conkey line is a carefully and scientifically compounded one.

Dropping a card to-day to the G. E. Conkey Co., 5007 Conkey Bldg., Cleveland, Ohio, will put you in line for a bigger income during 1916. It's an easy way to get new customers and boosters for your store.

CHATTY NEIGHBOR: "I suppose you don't stand for any war-arguments among your boarders?"

Boarding-House Mistress: "Oh, yes. You see, our biggest eater gets so interested that he forgets to eat, and our next biggest eater gets so mad that he leaves before the meal is half over."—*Puck.*

HIGGINS'

Drawing Inks
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.

Are the Finest and Best Inks and Adhesives

Emancipate yourself from corrosive and ill-smelling inks and adhesives and adopt the Higgins' Inks and Adhesives. They will be a revelation to you, they are so sweet, clean, well put up, and withal so efficient. They form an attractive and profitable line for Drug Stores. Price, discounts and printed matter furnished.

CHAS. M. HIGGINS & CO., Mfrs.
Branches: Chicago, London.
271 Ninth Street, Brooklyn, N. Y.

THE BARNSTEAD STILL

MAKES CHEMICALLY PURE WATER.

THE DRUGGIST'S STILL
Capacity One Gallon per Hour
Nickel-plated, - - - - - - $25.00

THE DRUGGIST JUNIOR
Capacity One-half Gallon
Copper finish - - - - - - $15.00
Nickel finish - - - - - - $16.00

WRITE FOR INFORMATION

BARNSTEAD WATER STILL CO. 51 CHARDON ST. BOSTON, MASS.

HANFORD'S
Balsam of Myrrh
THE RELIABLE LINIMENT
Sold by all Jobbers.
G.C. Hanford Mfg. Co.
SYRACUSE, N. Y.

ESTABLISHED 1857
THE "WALKEASY" ARTIFICIAL LEG
MANUFACTURERS FOR THE DRUG TRADE
LITERATURE AND CATALOGUES FURNISHED
GEORGE R. FULLER CO., 99 N. Clinton Ave., Rochester, N.Y.

POPULAR FOR NEARLY A CENTURY
PLANTEN'S (TRADE MARK) C & C OR BLACK CAPSULES
REGISTERED IN U. S. PATENT OFFICE.
AN OLD CELEBRATED REMEDY FOR MEN
BEWARE OF COLORABLE IMITATIONS.
U. S. Court of Appeals recently sustained our rights to the exclusive use of the trade marks C & C and C & C or BLACK.
H. PLANTEN & SON (Founded 1836)
BROOKLYN, N. Y.

GLYCO-THYMOLINE
Trade Mark
THREE SIZES—One Pound
Six Ounce (Sprinkler Top)
Three Ounce
Retail Price, $1.00—50c.—25c.
KRESS & OWEN COMPANY
361-363 Pearl St., New York

STATE BOARD "GUARANTEED."—Up to the present time candidates can take the State Board Examination in New Jersey without any preliminary education and without being graduated from a recognized college of pharmacy. A number of "fakers" have taken advantage of this.

For years there have been rumors that certain persons were getting sums of money from students on the assurance that through friendliness or "pull" with members of the State Board they could have students passed. Sums ranging from $50 to $300 have thus been extracted from victims.

Naturally these rumors have been anything but pleasing to the Board members, and while they have been conducting an investigation they have been unable up to this time to obtain evidence, it is understood, that would warrant laying the matter before the authorities for prosecution.

Recently, in addressing the 160 persons taking an examination at the State House in Trenton, New Jersey, President Strauss told them that it was unwise to pay out their money under such promises. It was pointed out that persons could legally give instruction, but when they took money or inferred that through influence or pull with the members of the Board that candidates would be passed, these individuals were going too far.

It is reported that evidence has been secured against one of these "fakers," who is now held by the grand jury of Hudson county. No doubt this will act as a warning against other "fakers" who are obtaining money under false pretenses.

FLUBDUB: "Isn't there some fable about the ass disguising himself with a lion's skin?"

Synicus: "Yes, but now the colleges do the trick with a sheepskin."—*Buffalo Courier.*

Rapid AUTO PEN

SPEED and UNIFORM LETTERING GUARANTEED

The Perfect SINGLE STROKE medium for Lettering PRICE TICKETS, SHOW CARDS, ETC.

Manufactured in 76 sizes and styles. Special introductory offer—6 pens and 2 shades Lettering Ink, with complete instructions, prepaid $1.00. Catalog free.

THE NEWTON AUTOMATIC LETTERING PEN CO.
Dept. R, PONTIAC, MICH., U. S. A.

Catnip Ball For Sale Everywhere.

Trade Mark Pat. Reg. U.S. Pat. Off.

AMUSING and an Exerciser.

A Toy for Cats, in a box of Catnip, beneficial to the health of any cat or kitten. Cats can't let it alone. Will last for years. On sale at most Drug, Bird or Toy Counters.

DR. A. C. DANIELS, Inc., Boston, Mass.
Manufacturers of Horse, Dog and Cat Remedies.

HANDLING BRUSHES AND COMBS PROPERLY.—Every person—with the exception of a few "billiard-ball" pated people who have no hair at all—has daily use for a brush and comb, and is a prospective customer for the druggist who has brushes and combs for sale.

It quite often happens, however, that the question of the best way to keep and display the stock of these articles presents a decided problem. In a big show case the goods look lost—and then again the big case is worth more for other merchandise. There are also many objections to keeping them in trays on the top of the case. Customers dislike the "unsanitary" and shop-worn appearance. Sometimes the brush manufacturers make the druggist a "present" of a case if he buys a good bill of goods. Such a case is usually too small, and often looks cheap.

The Yesbera Mfg. Co., 2288 Albion Street, Toledo, Ohio, has just put on the market a case that overcomes all of these objections. It gives the druggist a chance to make a strong play on the line by having all the goods of this character in one place.

The Yesbera case, specially designed for the purpose, is 36 inches long and 12 inches wide. Placed on the top of a show case it displays the contents in fine shape, but is not too large to prevent the customer from seeing what is in the big case underneath. A case of this kind saves a lot of time to the clerk, for every brush and comb is right at hand in one well known place.

Unless the druggist is sure he is handling his stock in the best possible way for his trade it would be well for him to find out about this new brush and comb case.

"WHY, Tommy!" exclaimed the Sunday-school teacher, "don't you say your prayers every night before you go to bed?"

"Not any more," replied Tommy; "I uster when I slept in a folding bed, though."—*Furniture Guide.*

RIPANS For Indigestion, Constipation and to regulate the Stomach and Bowels. Ten millions of Ripans Tabules have been sold in a single month.

ORDER OF YOUR JOBBER

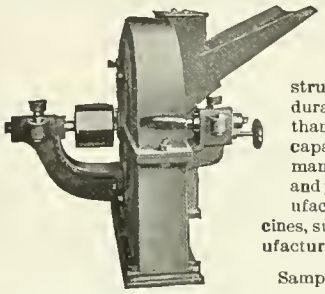
Ripans Tabules, 5c.....doz. $0.40
25c. (choc.-coat.).....doz. 2.00
60c. (family).....doz. 4.80

Gross lots 5c. size, or $6 lots assorted, 5 per cent. discount.

TRADE RIPANS TABULES MARK

THE RIPANS CHEMICAL COMPANY,
No. 10 Spruce St., New York.

DRUG MILLS



Front View No. 1 MEAD MILL (smallest size)

Use Mead Mills for crude drug grinding. Grinding done by impact; no friction surfaces. Simple in construction, large capacity, very durable, and requires less power than any other mill of same capacity. Used extensively by manufacturing chemists, drug and pharmaceutical houses, manufacturers of proprietary medicines, sugar, glue, and gelatine manufacturers.

Samples ground free of charge.

Illustrated catalog upon request.

MEAD & CO., 20th St. and M. C. R. R. **DETROIT, MICH.**

ALKALOL

8-oz. $4.00 per Doz.
16-oz. 6.75 " "

ALKALOL COMPANY,
TAUNTON, MASS.

Sal Hepatica
$2.00 $4.00 $8.00 Per Doz.

Gastrogen Tablets
$4.00 $24.00 Per Doz.

Clinton Cascara Active
$2.00 $10.20 Per Doz.

All Jobbers

Bristol-Myers Co. New York

POND'S EXTRACT COMPANY'S

"VANISHING CREAM"

THE BEST toilet cream on the market and the best one for the dealer to handle

Write for particulars of our Free Deals NETTING 75 PER CENT PROFIT

LAMONT, CORLISS & COMPANY, Selling Agents

Dept. S. 131 Hudson St., New York City.

SPECIAL INTRODUCTORY OFFER

IT-ZA SPECIALTIES

Menthol Inhalers - - 3 doz. $1.00
Tooth Ache Wax - - 3 doz. $1.00
Liver Pills - - 3 doz. $1.00

SUNDRIES CHEMICALS RUBBER GOODS

DRUGGIST PRODUCTS CO., 108 N. 5th St., PHILADELPHIA, PA.

WANT MORE PAY IN YOUR WEEKLY ENVELOPE?

If so take the course offered by THE PRACTICAL DRUGGIST INSTITUTE. We teach you at home and you do not have to stop work. The cost is small, the course is thorough and complete and will prepare you for State Board Examinations. Write for sample lessons, terms, etc., to

THE PRACTICAL DRUGGIST INSTITUTE

53 Gold Street, NEW YORK.

OINTMENT MILLS FOR HAND AND POWER.

A machine for grinding ointments of various kinds into a smooth paste or mass. Made in three sizes, one, two and four quarts.

A valuable machine to have around the retail drug store.

Write for prices.

The J. H. DAY CO., Cincinnati, O.

Will you give one family a MERRY XMAS DINNER?

We are but your agents—you are the host.

300,000 poor people cheered last Xmas in the U.S by The Salvation Army.

Help us in this way to get close to these people. Give them at least one happy day in the year.

$2.00 Feeds a Family of Five

Send Donations to Commander Miss Booth

1'8 West Fourteenth Street, New York City

Western Dept., Commissioner Estill, 108 N. Dearborn St., Chicago

ELEVATORS

FOR ALL PURPOSES.

We Make

HAND ELEVATORS, POWER ELEVATORS, DUMB-WAITERS, INVALID HOISTS, BOX HOISTS, ETC.

Write for information and prices.

Sidney Elevator Lift Co. Mention this Journal Sidney, Ohio.

CUSTOMER: "Gee, this is a rotten cigar!"

Shopkeeper: "Well, don't complain. You've only got one of them—I've got ten thousand of the darn things."—*Life.*

BOOKKEEPER: I am about to marry and would like more pay.

Employer: Who are you going to marry?

Bookkeeper: The stenographer.

Employer: Huh! If I reduce your salary I can afford to marry her myself.—*Baltimore Express.*

A CHICAGO matron of great beauty called one day upon a friend, bringing with her her 10-year-old daughter, who promises to be as handsome as her mother.

The callers were shown into a room where the friend had been receiving a milliner, and many hats were scattered about. During the conversation the 10-year-old amused herself by trying these on. She was particularly pleased by the effect of the last one. Turning to her mother, she said:

"Mother, I look just like you now, don't I?"

"Sh!" cautioned the mother with uplifted finger. "Don't be vain, dear."—*New York Times.*

Wade's Great Gold Fish Offers

Many Leading Drug Stores Now Make a Specialty of Gold Fish and Aquaria Supplies.

COMB. A	144 Pint Fish Globes.	288 Small Gold Fish.	144 Boxes 10c Fish Food.	$14.40.
COMB. B	72 Quart Fish Globes.	144 Med. Size Gold Fish.	72 Boxes 10c Fish Food.	$10.00.
COMB. C	72 Half-gal. Fish Globes.	144 Med. Size Gold Fish.	72 Boxes 10c Fish Food.	$14.40.

One Dip Net and Sufficient Plant are Given with Each Combination.
We Give 25 Extra Fish to Retail at 10c Each, if Cash is sent with Order.

Globes by Freight. F. O. B. Toledo, Ohio. Fish by Express.

J. J. WADE & CO. TOLEDO, OHIO.

KAOLIN MERCK

Its use is being widely extended. Send for leaflets. Stock it now.

We Desire to Purchase Large Quantities

ACETIC ACID

Pure and Commercial
80% Strength Preferred. In Free Barrels.
Send your lowest prices with other particulars to

JOHN F. SEYFRIED & SONS,

23-24 ELDON ST., LONDON, E. C.
Cables: "Choiceness" *Established 1842.* Telephone: Wall 2650.
Sole U. K. Agencies would be considered for important American firms. Correspondence Invited.

WHERE DO YOU STAND?

CRÊME ELCAYA

IS SOLD
by every large dealer in the United States, and with possibly seventeen exceptions is retailed by all at
FULL PRICE

These large dealers appreciate ELCAYA profit and like to handle the goods.

How does it affect YOU?

JAMES C. CRANE, Sole Agent, 108 Fulton St., New York.

EDISON stands for 36 years' experience in the manufacture of 500,000,000 electric lamps.

MAZDA is the mark of world-wide research and investigation.

EDISON LAMP WORKS
of General Electric Company
HARRISON, N. J. 5200

A $4.50 Self-Moistening Brush Does $25.00 Worth of Dustless Sweeping

Saves $20.00 in Sweeping Compound and Floor Oil.

30 DAYS FREE TRIAL EXPRESS PREPAID

MILWAUKEE DUSTLESS BRUSH CO.
MILWAUKEE *Ask for Offer "B."* WISCONSIN

In order to quickly dispose of 1000 No. 5 Oliver Typewriters, the Typewriter Distributing Syndicate, 1510-71K Wabash Avenue, Chicago, is offering the machines at a price so low that the company does not dare publish it.

The No. 5 Oliver prints druggists' symbols, has all latest improvements, and is guaranteed for life.

If you need a machine, clip and mail the coupon, attached to the company's ad, on another page of this issue. It will bring full particulars of the typewriter, together with a quotation of the extremely low price and easy terms for which the machine can be obtained.

She: Why, papa, what makes you think George is a vegetarian?

He: He gave me one of his cigars last night.—*London Mail.*

"You haven't any serious or organic trouble," said the young physician, cheerfully.

"You are a little nervous and run down, that's all. Take more exercise, eat less and forget your troubles."

The hypochondriac snorted.

"Young man," he demanded, his voice shaking, "how long have you been a doctor?"

"I took my degree three years ago," answered the medico.

"And I am an invalid of 25 years' experience. Who are you to disagree with me?"—*Brooklyn Eagle.*

Seneca Camera Mfg. Company

Rochester, N. Y., U. S. A.

Mr. Druggist, Dec. 1, 1915

Everywhere, U. S. A.

Dear Sir:

Christmas business is going to be a record breaker this season according to our advices on the trade outlook covering all sections of the country—The experts report that there is a tempting array of holiday merchandise—That merchants are planning for brighter and more attractive stores, and that all classes of people have money to spend.

You and I are mutually interested in selling more Senecas for Christmas Gifts, and I believe that we both have the opportunity of our lives to make the Seneca Department the best paying holiday department in your Store—Because this year we have the Vestpocket Seneca as well as the Folding Scouts, and our special HOLLY BOX offer will help to make this a Seneca Christmas in thousands of homes.

A Seneca IS the gift of gifts. I have yet to find a man, woman or child who wouldn't be pleased to receive a camera on Christmas morning. All we have to do is suggest this fact and then let everybody who comes into your store know that you can supply them with Senecas.

Working along this line we have had an attractive enlargement 14x17 made for your window—and some single column electros which you can run in your newspapers—also a designed cut which can be used the year round. We wish every druggist who handles our line to mark the coupon and send for what he wants.

As you know we have a carefully selected $50 Department for new dealers —a picture of which has appeared in most every issue of the BULLETIN OF PHARMACY for the past year. Since the Seneca Vestpocket has been put on the market, we offer this $50 Department plus (2) two Vestpockets, selling price $7 and $8.50 respectively, for $60—and we further offer to put this department into your store on 10 days' free trial.

It will pay any druggist who has not put in a Camera Department to mark the coupon and convince himself that a Seneca Department will be his best paying side-line.

I am handling SENECA CAMERAS—
( ) Send Enlargement and Christmas Cuts.
I would like to handle SENECAS—
( ) Send $60 Department.
( ) Send Catalogue, Dept. Booklet and Terms.
CHECK WHAT YOU WANT OR WRITE AT ONCE—TIME IS SHORT FOR CHRISTMAS TRADE.

Yours very truly,

SENECA CAMERA MFG. COMPANY

Per

D. Townsend

WANT ADVERTISEMENTS

STORES, FIXTURES AND APPARATUS FOR SALE,
HELP WANTED, SITUATIONS WANTED,
BUSINESS AND PROFESSIONAL CHANCES, ETC.

Rates.—25 words or less (one insertion), $1.00; each additional word, 3 cents; *cash with order.*
Copy should reach us before the 25th of the month to insure insertion in the next month's issue.

THE BULLETIN OF PHARMACY, Detroit, Mich.

FOR SALE.—First-class drug store in southern Michigan; clean stock, low rent, not much money needed. For further particulars inquire Lipp Brothers, Deerfield, Mich. 12

SITUATION WANTED.—By registered pharmacist; been in retail drug business 23 years; married; age 35. In city 17 years; manager country drug store for past 3¼ years. References from last employer. No bad habits. E. R. Smith, Box 156, Higbee, Mo. 12

WE WANT TO BUY drugs and chemicals of all kinds. If you have extra stock of any drugs or chemicals which you prefer to turn into ready cash, write us, stating kinds, quantity, how packed, and price. Must be in original sealed packages. L. M. Leberman's Sons, Inc., Collins, Martha and Huntington Sts., Philadelphia, Pa. 12

WANTED.—To hear from owner of good paying drug store for sale. State cash price, description, and yearly sales. Address R. G. Arner, Rimersburg, Pa. 12

FOR SALE.—One of the finest and best equipped drug stores in northwestern Iowa, county seat town. Terms on part. Will bear closest investigation. Sales $25,000. Address Box 35, care BULLETIN OF PHARMACY. 12

$1500.00 STOCK OF DRUGS FOR SALE in town of 800 people in the Pecos Valley of New Mexico. No competition; good cash business. Care H. E. T., BULLETIN OF PHARMACY. 12

FOR SALE.—First-class drug store in good Iowa town of 3000. Invoice $8000. Nyal and Eastman agencies. Good deal for right man. Address "J. W. S.," care BULLETIN OF PHARMACY. 11

FOR SALE.—Cloverland Drug Store at invoice. Clean stock; good fixtures; low rent. Fine opening for young druggist. State age, resources, and intentions. F. Hibbard, Cloverland Drug Store, Rockland, Mich. 11

WANTED.—Situation as pharmacist by young man. Pharmacy graduate and licensed druggist, with experience as prescriptionist and salesman. Address Box 114, Stillmore, Ga. 11

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What the Editors Say.

"The Druggist and His Profits," the new book by Harry B. Mason, has everywhere been received with great enthusiasm. Here are what a few of the drug journals have had to say about the volume:

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Harry B. Mason, the able and versatile editor of the BULLETIN OF PHARMACY, has written a most useful and valuable book on "The Druggist and His Profits," which should be in the hands of every retail druggist. There is no one in the United States more competent to deal with this theme in a practical, common-sense way. Mr. Mason has made a special study of the subject and has treated it in a simple yet masterly style that makes it very entertaining as well as instructive and helpful.—*Voice-Salesman.*

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